

Impact Factor – 6.625 | Special Issue – 229 (B) | February 2020 | ISSN – 2348-7143

INTERNATIONAL RESEARCH FELLOWS ASSOCIATION'S  
**RESEARCH JOURNEY**

Multidisciplinary International E-Research Journal

PEER REVIEWED, INDEXED AND REFEREED JOURNAL

SPECIAL  
ISSUE  
229 (B)

# INDIAN YOUTH : CHALLENGES AND OPPORTUNITIES



- GUEST EDITOR -  
Dr. V. R. Kodape

- CHIEF EDITOR -  
Dr. Dhanraj T. Dhangar

- EXECUTIVE EDITORS -  
Dr. N. M. Chhangani  
Prof. P. S. Shirsat

For Details Visit To :  
[www.researchjourney.net](http://www.researchjourney.net)

Printed By : PRASHANT PUBLICATIONS, JALGAON



## : CONTENTS :

|     |  |    |
|-----|--|----|
| 1.  | <b>Social Media and Youth</b> .....  | 1  |
|     | Lect. Vinay S. Lodha   |    |
| 2.  | <b>The Role of Youth in Nation Building</b> .....  | 4  |
|     | Ku. Ruikar Priyanka B.   |    |
| 3.  | <b>Use of Library Services by Youth in Chenging Era</b> .....  | 7  |
|     | Shri. S. S. Satturwar  |    |
| 4.  | <b>Perspectives of Youth in Changing Era of Libraries</b> .....  | 10 |
|     | Dr. Sangeeta Mahajan   |    |
| 5.  | <b>Effect of Social Media on Youth</b> .....   | 13 |
|     | Miss. Sheetal B. Vidhate   |    |
| 6.  | <b>Role of Librarian in Internet and World Wide Web Environment</b> .....  | 16 |
|     | Ubale Shyam Sunder   |    |
| 7.  | <b>Opportunities of Self Employment in Agriprenurship</b> .....  | 20 |
|     | Dr. Vivek H. Meshram   |    |
| 8.  | <b>Opportunities for youth in Tourism &amp; Hospitality Industry : A study through the facts</b> .....   | 23 |
|     | Dr. Yogesh L. Patinge  |    |
| 9.  | <b>Social Media and Youth Positive Thinking</b> .....  | 25 |
|     | Dr. D. P. Parate   |    |
| 10. | <b>Impact of Advertisement on Buying Behaviour of Teenage Girl in Wardha City</b> .....  | 28 |
|     | Afsana Sattar Sheikh   |    |
| 11. | <b>Youth's Perception and Unemployment</b> .....   | 30 |
|     | Dr. Anupama Nitin Labhe  |    |
| 12. | <b>Modern E-Learning Tool : e-PG Pathshala</b> .....   | 32 |
|     | Dr. A. S. Sonone   |    |
| 13. | <b>A Comparative Study of General Environmental Awareness of Degree College Students studying Biological &amp; Physical Science Subjects</b> ..... | 34 |
|     | Dr. Balaji R. Lahorkar   |    |
| 14. | <b>Unemployment Unrest and Youth in India</b> .....  | 38 |
|     | M. B. Ballal   |    |
| 15. | <b>Divorce in India : Stigma on Society</b> .....  | 40 |
|     | Dr. Nilima Dawane  |    |
| 16. | <b>Opportunities for Youth in Agricultural Development</b> .....   | 43 |
|     | Dr. Prasnajeet R. Gawai  |    |
| 17. | <b>Benefits of Library Management System Software</b> .....  | 45 |
|     | Dr. Rajkumar G. Bonde  |    |
| 18. | <b>Tribale Development through Agriculture Schemes in Maharashtra</b> .....  | 48 |
|     | Dr. Ganesh M. Khekale  |    |



## Opportunities of Self Employment in Agripreneurship

Dr. Vivek H. Meshram

Astt. Professor, (Dept. of English),  
Arts, Science and Commerce College, Chikhaldara, Dist. Amravati.

### Abstract:

*The word Agripreneurship means an entrepreneurship in Agriculture. This is such a concept which indicates an idea or vision into a new business or the development of an existing business by a person or a group of individuals. Entrepreneurs are very creative, they are always in search of opportunities and challenges, ready to take risks and succeed. On the other hand agripreneurs are affected by various factors like, economic and social barriers etc. This scenario can change if the rural youth become aware about rural advisory services and become successful in agripreneurship, the duty of this advisory committee is to provide necessary information, access to markets and train to the agripreneurs in functional skills. The aim of this research paper is to make the rural youth aware about agripreneurship in promoting employment and to be self-employed.*

### Introduction :

Entrepreneurship development in rural areas is increasingly being recognized as a means to overall development of the rural community as well as that of country. The problem posing youth of our country is not so much in terms of creation of productivity and wealth as that of developing the capacities and ensuring utilization of human potential in creating wealth. It is neither recommended nor possible to distribute all needed inputs to the rural youth, to take advantage of growing commercialisation in the field of agriculture instead, motivational and capacity building inputs that promote entrepreneurship in the areas of agriculture would go a great deal in mitigating their problems of unemployment and poverty. Worldwide it is observed that small and medium enterprises create most of the jobs. In Indian context if full employment is to be created, we need to exploit the potential of small scale industries including those directly linked with agriculture such as value addition of crops, fruits and vegetables, diversification and value addition in agriculture as a whole.

There are as of now available numbers of technologies in agriculture and allied areas that provide opportunities to the rural youth to take shift from subsistence farming to commercial and economically viable agriculture. To avail of these opportunities the rural youth need to be motivated and made aware of these along with development workers who also must comprehend the process of entrepreneurship development to help the rural youth avail the opportunities for diversification and commercialisation in agriculture and create viable enterprises. Agribusiness gives a viable opportunity to the youth in

Agripreneurs in terms of self-employment. The personal income which get through agribusiness gives them a personal strength and confidence. Role of the rural Agripreneurs in agriculture has much significance they can transform socio-economic arena through Agripreneurship. The rural youth can make essential contributions to agriculture and rural economic activities in all developing regions. Ongoing focus on use of renewable energy and attention to the leadership of the rural youth and their contribution is also important. One such opportunity is use of solar energy to process fruits, vegetables and agricultural commodities at farm level. India is the second largest producer of fruits and vegetables with only four per cent processing. It is estimated that about 20 to 25 per cent of fruits and about 30 per cent vegetables are spoiled due to lack of processing.

Farm level processing of fruits and vegetables and making available to market will make significant impact on economic status of the rural youth. There are many activities of agriculture that could be taken up as an enterprise such as vermicompost, floriculture, sericulture, food processing etc. Extension machinery working at grassroot should concentrate to provide capacity building and motivate them to take up various enterprises as per their interest, suitability and availability of their interest. In the new deal Agri-entrepreneurship is the need of an hour for achieving sustainable "Livelihoods" and it is the root of human development and economic growth is "livelihood" rather than "jobs." Today Agri-entrepreneurship is adding the economic profits and cost-benefit ratios to Agricultural produce. Defining Agri-entrepreneurship, it is viewed as any business in agricultural industry,



which includes production of agriculture, food, natural fiber, the environment and natural resources it also includes the production of food item (food grain-fruits-vegetables-flowers), processing and supply of agricultural goods which range from Corn to Cornflake, Fruits and Fruit juice and Cotton to Cloth. Apart from these products, bi-products of farming like fuels derived from farm waste and farming equipment, machinery, chemicals etc., also form a part of Agri-business activity. In the 21<sup>st</sup> century, Information Communication Technology (ICT) is utilized in the Agri. Business applications like- Kisan kiosk, Krishi related website, Agri. business portals are many more. For a successful career in Agri. Business the farmers should focus on producing the products based on the market demands and keeping pace with the Science and Technology innovations i.e., ICT, Green House, Sprinklers/Drip irrigation, Tissue culture etc., which play a crucial role in Agripreneurship.

Agro-entrepreneurship is seen as one panacea in overcoming unemployment problem in the rural areas and generating employment opportunities. It is also seen as a platform in solving problems viz. (a) reduce burden on agriculture, (b) generate employment opportunities for rural youth, (c) control migration from rural to urban areas, (d) increase national income, (e) support industrial development in rural areas, (f) reduce pressure on urban cities, etc. Nowadays the scenario has undergone a change with modernization, urbanization and development of education and business. The opportunities of employment for the rural youth have increased drastically. Agro-based industries are usually the medium and small enterprises where middle level services are provided groups or co-operatives from the rural areas including the repair and maintenance services provided by the artisans at individual level.

Agriculture and industry have traditionally been viewed as two separate sectors. Traditional definition of agro-processing industry refers to the subset of manufacturing that processes raw materials and intermediate products derived from agricultural sectors. Agro-processing industry involves the transformation of the products originating from agriculture, forestry and fisheries (FAO). Agro-processing could also be defined as a set of techno-economic activities carried out for conservation and handling of agricultural produce and to make it usable as food, feed, fiber, fuel or industrial raw material. Hence, the scope of agro-processing industry encompasses all operations from harvesting till the materials reach the end users encompassing,

activities like packaging, quantity, quality, pricing, branding, marketing and sales. Inadequate attention to agro-processing sector in the past put both the producer and the consumer at a disadvantage and it also hurt the economy of the Country. In view of its large potential for growth and implied socio-economic impacts, potential for employment and income generation.

While going through entrepreneurship in agriculture different types of entrepreneurs can be taken into consideration cutting across various levels like:

**Vegetable and fruit preservation** : The small scale industry can be started without any efforts on the production of various fruits and vegetables for e.g. banana chips, potato chips, tomato sauce, tomato pickle, jam, jelly, candy etc. Similarly as India is a great producer of vegetables viz. cauliflower, potato, onion etc. production of fruits is also not behind, various kinds of fruits like banana, papaya, mango, jujube, guava, orange and pineapple etc. these all have the greatest potential to boost agripreneurship.

**Farm Level** : At the individual family level, each family can be treated as an enterprise optimizing production by utilizing the technologies, resources and demand of the market.

**Honey beekeeping** : Honey beekeeping can be a better opportunity for self-employment and entrepreneurship because of its vast area of flora and fauna. Training programs on honey bee keeping also provided by state and central government which has less capital investment and no need of land. Demand for honey is rising in the market at large.

**Service Providers** : Different types of services get into demand for optimizing agriculture outputs and these include input procurement, hiring of implements and equipment's 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, vaccinations, disease diagnostic and treatment services, apart from distribution of the cattle feed, mineral mixture forage seeds, etc.

**Input service providers** : many prosperous entrepreneurs are involved in providing critical inputs such as bio-fertilizers, bio pesticides, vermicomposting, soil amendments, plant of different species of fruits, vegetables, ornamentals, root media for raising plants in pots, agricultural tools, irrigation accessories, production feed. There are also entrepreneurial ventures on sericulture, fisheries in rural areas.



**Milk products :** Milk products is a good option for opportunities of self-employment. India is the largest milk producing country. Livestock keeping is a traditional way of livelihood in India. Day by day with the increasing demand of milk and milk products is an open opportunity for the youth as it does not need any major investment if the aspirants are trained technically and sense the importance of this open opportunity even a small amount of investment is made available, this can be a booming money making business.

**Post Production Processing and Marketing of farm Produce :** Post-production operations require high levels of technology inputs which can be handled by People's Organization like self-help groups, sugar co-operatives, dairy cooperatives and fruit growers' cooperatives in many States. These ventures involve processing of the agriculture produce and they need good professional support for managing the activities and compete with other players in the markets, particularly the retail traders and middlemen.

For example Bhartiya Agro Industries Foundation (BAIF) development research foundation has been promoting livestock husbandry, particularly dairy husbandry as an important activity for sustainable livelihood in rural areas. Promotion of dairy husbandry was preferred since all the small and large land holders in rural areas own cows and these animals stand in generating gainful self-employment in times in times of severe under-employment. BAIF's strategized on utilizing the low productive cows for producing high yielding cows through crossbreeding. These animals start producing milk at the age of three years and yield about 2500 kg of milk per lactation and such cows fetch Rs. 15,000-20,000 and generate a net income of Rs 5000-7000 per annum. In addition to economic returns the cattle supply the farmyard manure and boost agricultural production. Simultaneously the supply of bullock power is strengthened. This programme has benefitted 15 lakh families in 25000 villages. Initially when this programme was floated more than 65 per cent of the families were with their income below the poverty but now at least seven-eight lakh families are able to maintain two-three crossbred cows and have come out poverty. Thus, Dairy husbandry has become an important supplementary activity in the sugar belts of Western Maharashtra. However, in places like Gujarat and Rajasthan, where there is an uncertainty in the agricultural productivity due to erratic rains, dairy husbandry has turned out to be the major source of livelihood. Establishing mobile livestock breeding and

extension services by employing trained para-vets has been the objective of the programme. The para-vets provided door-to-door services by creating awareness and motivation in addressing problems related to livestock management apart from providing breeding services, using frozen semen of superior sires. Today young farmers in Western Maharashtra maintain nearly 15-20 cows and the cowshed are connected to the biogas plant. In addition, many of them have also started supplying cattle feed, mineral mixture, seeds for forage production and other inputs required by the farmers.

#### Conclusion :

The rural youth have high potential for entrepreneurship but lack the necessary understanding of personal traits that help in making them entrepreneurial. Their family members too need to understand the importance of entrepreneurship and provide necessary moral and financial support to encourage them to take to entrepreneurship. Sensing the need of agripreneurship to make agriculture more effective and profitable there is a great scope for entrepreneurship, it is not only an opportunity but also a need of hour emphasizing on the rural youth, spreading awareness and consciousness amongst youths to outshine in the enterprise field, making them realise their strengths, and important position in the society and the great contribution they can make for nation as well as the entire economy.

#### References :

1. Bairwa Shoj : Lal, Lakra Kerobim, Kushwaha S., Meena L. K., and Kumar Pravin, Agripreneurship Development as a Tool to Upliftment of Agriculture, International Journal of Scientific and Research Publication, March 2014, Vol. 4, Issue 3, pp. 1-4.
2. Gupta Kirti Bardhan and Gupta Lok Bardhan, A Framework for Identification of Opportunities for Agribusiness and Agripreneurship in India, Journal of Management Research and Analysis, January-March 2017, Vol.4, Issue 1, pp. 30-34.
3. Dr. Tripathi Ravindra and Agrawal Shewta, Rural Development Through Agripreneurship: A Study of Farmers in Uttar Pradesh, Global Research of Advanced Research, 28 February 2015, Vol. 2, Issue 2, pp. 534-542.
4. Dr. Valentina G., Agripreneurship for Employment and Empowerment of Women in Rural Areas, 2015, GenNext Publications, G. Print Process, Delhi.
5. Verma Rabeesh Kumar, Sahoo Alok Kumar, Rakshit Santanu, Opportunities in agri-preneurship in India: Needs Challenges and Future Prospects, Rashtriya Krishi, June 2018, Vol. 13, Issue 1, pp. 69-72.