

Agripreneurs Development Striding Towards *Atmanirbhar Bharat Abhiyan*

Swapnamay Ghosh, Ashokkumar* and Akkamahadevi Naik

Department of Agricultural Extension Education M. S. Swaminathan School of Agriculture, CUTM, Paralakhemundi, Odisha, India

*Corresponding author: ashok.kumar@cutm.ac.in

Received: 11-01-2024

Revised: 23-02-2024

Accepted: 02-03-2024

ABSTRACT

Over 5 million people worldwide have been infected by Covid-19, which has also claimed about 1.3 million lives. In India, the initial wave of the epidemic resulted in the loss of jobs for around 2.3 million individuals across nine sectors. With its defence of the Indian economy against the COVID19 pandemic, *Atmanirbhar Bharat*. To create India self-sufficient, the Prime Minister announced *Atmanirbhar Bharat Abhiyaan* on May 12, 2020. The importance of agribusiness in moving the nation closer to an *Atmanirbhar Bharat*. The *Atmanirbhar Bharat* campaign serves as a springboard for entrepreneurship, innovation, and the creation of a setting that fosters the coexistence of rural and urban areas. The fundamental goal of the *Atmanirbhar Bharat* mission is to promote domestic goods. The programmes are centered on supporting a variety of MSMEs, cottage industries, aviation, agriculture, health, and other fields that will increase employment and entrepreneurship in the nation. Our government took a number of actions to help those who aspired to be entrepreneurs after long-ago realizing the value of entrepreneurship. Entrepreneurship not only produces cash for the owner but also creates jobs for many people in the area and offers goods and services to the public at lower prices and in a more accessible way. The government, acting under the *Atmanirbhar Bharat Abhiyaan*, takes steps to assist the economy that has been impacted by the Corona Virus outbreak and the country's ongoing smaller-scale lockdown. The majority of the population in India is directly or indirectly dependent on the agriculture sector for their survival. Only the agriculture sector's Gross Domestic Product (GDP) was rising and stayed positive when compared to other sectors in 2020, even as the COVID-19 pandemic broke out.

Keywords: *Atmanirbhar Bharat*, Agripreneurs, Empowerment, Rural Entrepreneurship

PM Narendra Modi introduced the *Atmanirbhar Bharat Abhiyaan* in May 2020 (Varma and Balachandran, 2021). This movement seeks to encourage entrepreneurship (Dubuisson and Quellier, 2013). In this time of Covid, the value of having a self-sufficient nation is becoming more and more clear (Pilipenko *et al.* 2022). The pandemic has impacted the majority of wealthy nations in the world, drastically reducing international trade and human migration. The economic expansion of nations like China, America, and Britain, among others, has been severely hampered (Hofstede and Bond, 1988).

This is a wake-up call for our nation to remain independent in order to sustain a healthy economy during good times and bad. India's administration has made great strides towards independence. The general populace is urged to own their businesses (Roy *et al.* 2020). The only strategy that can support a resilient economy is entrepreneurship (Williams

How to cite this article: Ghosh, S., Ashokkumar and Naik, A. (2024). Agripreneurs Development Striding Towards *Atmanirbhar Bharat Abhiyan*. *Agro Economist - An International Journal*, 11(1&2): 01-07.

Source of Support: None; **Conflict of Interest:** None



and Vorley, 2014). We have always been proud of the entrepreneurs in our country. They have made a variety of contributions to the expansion of our economy (Eraydin *et al.* 2010). They not only increase GDP and contribute to income taxes, but they also make available human, technological, and financial resources as needed. The importance of agribusiness in moving the nation closer to an *Atmanirbhar* Bharat (Karmakar, 2022).

Objectives of the study

Agripreneurs encourages farmers to use cutting-edge, high-value farming techniques in an effort to boost their income. Farmers can increase their part of the value chain by processing, packing, and marketing their goods to add value. Agripreneurs encourages entrepreneurship in rural areas, which helps to create jobs opportunities. Agribusinesses encompass more than just farming; they also incorporate other value chain phases. Promoting environmentally friendly and sustainable agriculture methods can be aided by agribusiness. This includes the use of eco-friendly pest and disease control techniques, organic farming methods, and water saving measures. Reducing post-harvest losses can be achieved by starting agribusinesses that concentrate on post-harvest processing and storage facilities. Ensuring food security and enhancing the overall efficiency of the agricultural supply chain are contingent upon this. Utilizing innovation and technology, Agripreneurs raises agricultural productivity and competitiveness. In order to make better decisions, this involves implementing agtech solutions, digital tools, and precision farming technologies.

The benefits of the entrepreneurship to the societal welfare

In every sphere of life, entrepreneurship fosters social and economic development. These companies have benefited economically on their own, but they have also made it simpler for the average person to meet their demands (Alchian and Demsetz, 1972). From the outset, Mr. Azim Premji, Mr. JRD Tata, Mr. Dhirubhai Ambani, and his peers who were themselves young businesspeople, have willingly expressed their thanks to society (Sharma, 2012). Together, Wipro Enterprises and the Azim Premji

Foundation have donated around 1125 crore rupees to the fight against the covid pandemic (Yadav and Srivastava, 2021). Mr. Tata's commitment to the education of girls and the empowerment of women is significant. There are innumerable instances to show how these businesspeople contribute to society's well-being.

Entrepreneurship for economic development

Entrepreneurship plays a huge part in a nation's development. Our government is aware of the role startups can play in fostering economic expansion (Acs and Szerb, 2007). When discussing economic development, our prime minister, Narendra Modi, coined the phrase "*Atmanirbhar* Bharat," or self-sufficient India. Promoting entrepreneurship can help with problems like unemployment and the economy's underdevelopment (Udaykumar *et al.* 2019). Millions of young people are employed by big corporations in this country, but these corporations were also startups when they first started (Reynolds, 1997). It is possible to cite numerous instances of successful start-ups that have assisted us in reducing our reliance on foreign corporations and MNCs (Isaak, 2002). We are all familiar with the success stories of companies like Make My Trip, Red Bus, Zomato, Ola Cabs, and Flipkart who started out small before becoming huge. Swiggy is one such example (Gupta and Das, 2020). A business that had 6 delivery executives when it first started in Bangalore is now valued at over \$3.3 billion (Ramaswamy, 2009). Currently, Swiggy employs over 2 lakh delivery professionals and operates in over 300 locations across India. Swiggy's creative application of artificial intelligence to food delivery is one way to highlight its success (Srinivas, 2021). The business provides services not just to its clients but also to the delivery staff and partner eateries (Bettencourt, 1997). The AI platform can forecast the area from where there is a high likelihood of receiving many orders as well as the kinds of foods that are most likely to be ordered, making the jobs of the staff and the restaurant owners easier.

Promotion of Innovative projects

Atmanirbhar Bharat Abhiyaan participates in a number of initiatives that support independent-minded persons and cutting-edge projects. The

government has announced a package worth 20 lakh crores to make the nation competitive in the global market in the event of a pandemic. It has taken relief measures for migrant workers, street sellers, workers on fixed wages, and other groups as well as supporting the expansion of numerous industries, including agriculture, fishery, coal, and minerals, etc. By offering relief measures, it supports medium-sized and small-scale businesses, housing finance companies, and non-banking finance companies (Varma and Balachandran, 2021).

Five Pillars of Atmanirbhar Bharat

By now, we have been discussing the five pillars of Atmanirbhar Bharat. Let's take a look at them in detail.

- ♦ **Economy:** To create an economy that is capable of a quantum leap rather than only expanding and changing gradually (Perez, 1983).
- ♦ **Infrastructure:** To develop an ever-growing number of national infrastructures that serve as modern India's focal point and identity (Gormsen, 1997).
- ♦ **System:** To develop a technologically advanced system capable of meeting the demands and aspirations of the twenty-first century. Contrary to earlier circumstances, the current system would be completely modernized (Binkley *et al.* 2012).
- ♦ **Demography:** The country's current millennial population, which is aspirational enough to elevate the country from a developing to developed country, is a vibrant group. India would be given opportunities to develop and become a self-sufficient country because it is the largest democracy in the world.
- ♦ **Demand:** Atmanirbhar Bharat seeks to establish a proper cycle of demand and supply within the economy, which will help the requirements of the nation be met to the fullest extent possible. In order to build a demand cycle, there must be adequate supply (Neale and Willems, 2009).

Marginal, Small and Medium Enterprise

MSMEs in India account for around 8% of the nation's GDP, about 45% of manufacturing output, and roughly 40% of exports (Das, 2021). It won't be

incorrect to refer to them as the "Backbone of the nation." In accordance with the Micro, Small and Medium Enterprises Development (MSMED) Act of 2006, the Indian government has established MSME, or Micro, Small and Medium Enterprises. These businesses mostly produce, manufacture, process, or preserve goods and commodities.



Fig. 1

Significance of MSMEs

It should be emphasized that the MSME sector's function has evolved throughout time. Prior to that, the economy must be supported. According to our Hon'ble Prime Minister, who has been promoting the idea of "vocal for local" (Alam *et al.* 2021). MSME will now adopt this Atmanirbhar mindset and serve as the foundation of the economy. As a result, the idea of "vocal for local" demands for strengthening of the industrial sectors, especially the MSME sector (Singh, 2020). By ensuring that the necessary goods and services are produced domestically, the nation will become self-sufficient. You may have observed that MSME is India's second-largest sector after agriculture (Lalet *et al.* 2020).

Following ways to encourage MSME towards Atmanirbhar Bharat

- ♦ Offering reassurance of a skilled workforce
- ♦ Making it simple to obtain credit so that one can maintain their financial stability.
- ♦ Providing branding and promotion support to increase MSMEs' and their products' market visibility in domestic markets.
- ♦ Good reforms aimed at reduction in input costs will help MSMEs and make India a desirable location for business. By ensuring domestic

value addition, MSMEs will become more appealing and competitive.

- ♦ Create a strong infrastructure for MSMEs in line with the “Make in India” strategy. Give MSMEs access to tools like design studios, innovation labs, stronger standards, and infrastructure for high-quality products.

Table 1: State/UT Wise MSME Employment

Sl. No.	State/UT	Employment (In '000')	Percentage of all India total (%)
1	Uttar Pradesh	5931	11.82
2	West Bengal	5853	11.66
3	Tamil Nadu	5315	10.59
4	Andhra Pradesh	3898	7.77
5	Maharashtra	3561	7.09
6	Gujarat	3442	6.86
7	Kerala	3319	6.61
8	Karnataka	3047	6.07
9	Odisha	2367	4.72
10	Madhya Pradesh	2030	4.04
11	Rajasthan	1842	3.67

Tranches of *Atmanirbhar* Bharat Abhiyan

Nirmala Sitaraman, the finance minister, also announced tranches totaling 20 lakh crores as part of the *Atmanirbhar* Bharat stimulus package after releasing the programme for *Atmanirbhar* Bharat (Jain and Gill, 2022).

- ♦ The first tranche put a lot of emphasis on helping MSMEs affected by the pandemic and the imposed shutdown (Chakrabarty *et al.* 2021).
- ♦ The second tranche concentrated on actions to boost the economies of migrant workers and street vendors who must abandon their jobs and return to their hometowns in difficult circumstances (Rajan and Bhagat, 2022).
- ♦ The third tranche concentrated on agriculture and marketing reforms, which had been part of a package that had been pending for a while and were anticipated to help farmers and consumers during the pandemic (Solanki *et al.* 2020).

- ♦ The fourth tranche dealt with certain industries such as power, aviation, atomic space, and defence where privatisation was a big issue.

Tranche III: Agriculture

- ♦ ₹ 30,000 crore Additional Emergency Working capital for farmers through NABARD (Athnere *et al.* 2020).
- ♦ ₹ 2 lakh crore credit boost to 2.5 crore farmers under Kisan Credit Card Scheme.
- ♦ During lockdown period Minimum Support Price (MSP) purchases of amount more than ₹ 74,300 crores.
- ♦ PM KISAN fund Transfer of ₹ 18,700 crores (Rawal *et al.* 2020).
- ♦ PM Fasal Bima Yojana claim payment of ₹ 6,400 crores (Rawal and Kumar, 2020).
- ♦ A new scheme to provide interest subvention @2% per annum to dairy cooperatives for 20-21 (Lal *et al.* 2020).
- ♦ ₹ 1 lakh crore Agri Infrastructure Fund for farm-gate infrastructure for farmers (Paul Mansingh and Nisha, 2020).
- ♦ ₹ 10000 crore scheme for formalization of Micro food enterprises (MFE) (Karlpathi and Nanduri, 2022).
- ♦ ₹ 20,000 crores for Fishermen through Pradhan Mantri Matsya Sampada Yojana (PMMSY).
- ♦ Animal Husbandry Infrastructure Development Fund - ₹ 15,000 crores (Biswal *et al.* 2020).
- ♦ Promotion of Herbal Cultivation: ₹ 4000 crores (Jadhav *et al.* 2020).
- ♦ Beekeeping initiatives – ₹ 500 crores (Purkait and Basu, 2022)

Role of Government in Agripreneurs

The Government of India is actively involved in assisting farmers and agricultural students advance in the field of agripreneurship by offering a variety of schemes and courses. All of these courses and initiatives help people stay current on their knowledge and abilities, give them access to a range of institutions and organisations, markets, and financial services, and help them get the

managerial and functional skills training they need (Sahu *et al.* 2018). Through the incorporation of rules and regulations, the Indian government has also developed an environment for agricultural entrepreneurship with the aim of lowering barriers or changing the prevailing social norms. Government should create a stakeholder coordinating framework and make long-term promises that benefit farmers (Naik and Ashokkumar, 2021)

Major Scheme and Programme to Encourage Agripreneurship

- Honey Mission Programme / Beekeeping.
- Dairy Entrepreneurship Development Scheme.
- Gram Udyog Vikas Yojana.
- Pradhan Mantri Formalization of Micro Food Processing Enterprise.
- Sensitization Programme for Agricultural Graduates in India

The first step in this direction was made by the Indian Council of Agriculture Research (ICAR) - National Academy of Agricultural Research Management (NAARM), Hyderabad, under the auspices of the National Agricultural Higher Education Project (NAHEP), in which 20 workshops were held in 19 State Agricultural Universities across the nation for 1997 Agri-graduates to educate them on agripreneurship and raise awareness of soft skills, inventiveness, and etiquette. Through technically sound and verifiable investments that boost faculty performance, draw better students to these Agricultural Universities (AUs), enhance student learning outcomes, and increase their chances of future employability, the National Agricultural Higher Education Project, a World Bank-funded project, addresses the quality and relevance of agricultural education.

Extension Strategies to promote entrepreneurship

Through various methods, such as exhibitions, melas, and campaigns, the government, extension agents, and non-governmental organisations should raise awareness among the farm families' most productive age range. The employment of both written and electronic media is appropriate for this. The potential group will be encouraged to become

entrepreneurs by using farm visits, exposure tours, field excursions, video film shows, dramas, puppet performances, group meetings, etc. Providing farm families that are interested in or currently involved in various companies with institutional and non-institutional skill trainings that convey first-hand technical expertise in procurement, processing, production, and management is important. Training programmes for rural people should include lessons in finance management and direct and indirect marketing of the produce (Saxena, 2012). For any business to be sustainable, constant follow-up must be made. Various limitations, including those that entrepreneurs encounter on a personal, social, economic, and marketing level, should be addressed during this period. To be able to assist customers in resolving their issues, information, technical abilities, and inputs should be made available.

LIMITATION OF THE STUDY

This topic is reviewed from different sources that are not generalized and it is shallow. The access of data from source is inadequate. This paper discusses about Agripreneurship development striding towards *Atmanirbhar* Bharat and its implications.

CONCLUSION

It is clear from the research and discussion that came before that the *Atmanirbhar* Bharat Abhiyan has evolved into a movement for the encouragement of entrepreneurship, particularly in India's underdeveloped and developing regions. The movement aims to identify potential and skill among the less fortunate members of society and train them so they can provide for their families as well as themselves. The Movement hopes to inspire confidence and create countless entrepreneurs. Currently, certain States are happy to observe that many entrepreneurs, especially in rural areas, have begun creating diverse local items and promoting them through various agencies. There has been a noticeable shift in their perspective. They started improving the quality of life for those in their immediate vicinity. In order to lessen reliance on outside sources like imported goods and services, they not only employ people but also offer their consumers cutting-edge items at competitive prices. An area's infrastructural amenities improve when an

industry thrives, giving the local population access to better roads, hospitals, schools, malls, and other facilities.

ACKNOWLEDGEMENTS

All authors are equally contributed in that study.

REFERENCES

- Acs, Z.J. and Szerb, L. 2007. Entrepreneurship, economic growth and public policy. *Small Business Economics*, **28**: 109-122.
- Alam, A., Khan, A., Ghosal, N. and Satpati, L. 2021. A review of resource management and self-reliance for sustainable development of India under COVID-19 scenario. *Journal of Public Affairs*, **21**(4): e2725.
- Alchian, A.A. and Demsetz, H. 1972. Production, information costs, and economic organization. *The American Economic Review*, **62**(5): 777-795.
- Athnere, S., Greeshma, K., Reddy, A.A. and Ashwini, P. 2020. Impact of COVID-19 on agriculture and food security in India: A review. *Journal of Pharmacognosy and Phytochemistry*, **9**(5S): 263-270.
- Bettencourt, L.A. 1997. Customer voluntary performance: Customers as partners in service delivery. *Journal of Retailing*. **73**(3): 383-406.
- Binkley, M., Erstad, O., Herman, J., Raizen, S., Ripley, M., Miller-Ricci, M. and Rumble, M. 2012. Defining twenty-first century skills. *Assessment and teaching of 21st century skills*, pp. 17-66.
- Biswal, J., Vijayalakshmy, K. and Rahman, H. 2020. Impact of COVID-19 and associated lockdown on livestock and poultry sectors in India. *Veterinary World*, **13**(9): 1928.
- Chakrabarty, H., Ray, P. and Pal, P. 2021. The Covid-19 pandemic and economic stimulus in India: Has it been a hostage of macroeconomic complications? *International Review of Applied Economics*, **35**(6): 796-812.
- Das, D.K. 2021. Role of Micro, Small, and Medium Enterprises (MSMEs) in Economic Development of India. *International Journal of Multidisciplinary Research and Explorer (IJMRE)*, **1**(1): 1-7.
- Dubuisson-Quellier, S. 2013. A market mediation strategy: How social movements seek to change firms' practices by promoting new principles of product valuation. *Organization Studies*, **34**(5-6): 683-703.
- Eraydin, A., Tasan-Kok, T. and Vranken, J. 2010. Diversity matters: Immigrant entrepreneurship and contribution of different forms of social integration in economic performance of cities. *European Planning Studies*, **18**(4): 521-543.
- Gormsen, E. 1997. The impact of tourism on coastal areas. *Geo Journal*, **42**: 39-54.
- Gupta, S. and Das, S. 2020. Changing Payment Landscape in India. *E-Commerce in India: Economic and Legal Perspectives*, 204.
- Hofstede, G. and Bond, M.H. 1988. The Confucius connection: From cultural roots to economic growth. *Organizational Dynamics*, **16**(4): 5-21.
- Isaak, R. 2002. The making of the ecopreneur. *Greener Management International*, (38): 81-91.
- Jadhav, C.A., Vikhe, D.N. and Jadhav, R.S. 2020. Global and domestic market of herbal medicines: A review. *Research Journal of Science and Technology*, **12**(4): 327-330.
- Jain, V. and Gill, S. 2022. Atmanirbhar Bharat: India's Quest for Self-reliance in PostCovid-19 World. *Journal of Polity and Society*, **14**(2).
- Jena, N.R., Thatte, L.R. and Ket, V.G. 2018. Performance of the micro, small and medium enterprises (MSMEs) manufacturing sector in select states in India: The concept of MSME Manufacturing Business Facilitator (MSME-MBF) Index. *Academy of Entrepreneurship Journal*, **24**(1): 1-22.
- Karlapathi, V.H. and Nanduri, S. 2022. Financial Inclusion: The Road Ahead for Women Entrepreneurs. *Journal of Contemporary Issues in Business and Government*, **28**(04).
- Karmakar, A. 2022. Atmanirbhar Bharat-The Advent of 5G Technology in Advancing a Step Towards India's Digital India Movement and Vocal for Local. *The Management Accountant Journal*, **57**(2): 58-64.
- Lal, B.S., Sachdeva, P. and Simran, M.T. 2020. Impact of Covid-19 on micro small and medium enterprises (MSMEs): An overview. *International Journal of Multidisciplinary Research and Development*, **7**(12): 5-12.
- Naik, A. and Ashokkumar, B. 2021. Extension Reforms in India: An Overview. *Asian Journal of Agricultural Extension, Economics & Sociology*, **39**(6): 1-8.
- Neale, J.J. and Willems, S.P. 2009. Managing inventory in supply chains with nonstationary demand. *Interfaces*, **39**(5): 388-399.
- Paul Mansingh, J. and Nisha, A. 2020. Sweeping Reforms in Farm Sector: An Overview. *International Journal of Agriculture Sciences*, **12**(12): 9978-9980.
- Perez, C. 1983. Structural change and assimilation of new technologies in the economic and social systems. *Futures*, **15**(5): 357-375.
- Pilipenko, A.I., Pilipenko, Z.A. and Pilipenko, O.I. 2022. Patterns of Self-Sufficient Companies' Network Interaction Reorganization Due to COVID-19: Dialectics of Organizational Structures Optimization. In *Handbook of Research on Digital Innovation and Networking in Post-COVID-19 Organizations*. (pp. 36-67). IGI Global.
- Prusty, S., Anubha, and Gupta, S. 2021. On the road to recovery: The role of post-lockdown stimulus package. *FIIB Business Review*, **11**(2): 206-224.
- Purkait, S. and Basu, A. 2022. Struggle of Apiculture Sector in West Bengal, India During COVID-19 Pandemic:

- Analyzing the Demand and Supply Sides. In *Economic and Societal Transformation in Pandemic-Trapped India: Emerging Challenges and Resilient Policy Prescriptions*, pp. 347-363.
- Rajan, S.I. and Bhagat, R.B. 2022. Internal migration and the Covid-19 pandemic in India. *Migration and Pandemics*, **164**(12): 227-248.
- Ramaswamy, V. 2009. Co-creation of value—towards an expanded paradigm of value creation. *Marketing Review St. Gallen*, **26**(6): 11-17.
- Rawal, V., Kumar, M., Verma, A. and Pais, J. 2020. COVID-19 Lockdown. *Social Scientist*, **248**(3/6 (562-565): 67-82.
- Reynolds, P.D. 1997. Who starts new firms? –Preliminary explorations of firms-in-gestation. *Small Business Economics*, **9**(5): 449-462.
- Roy, D., Tripathy, S., Kar, S.K., Sharma, N., Verma, S.K. and Kaushal, V. 2020. Study of knowledge, attitude, anxiety & perceived mental healthcare need in Indian population during COVID-19 pandemic. *Asian Journal of Psychiatry*, **51**: 102083.
- Saxena, S. 2012. Problems faced by rural entrepreneurs and remedies to solve it. *Journal of Business and Management*, **3**(1): 23-29.
- Singh, A.K., Upadhyaya, A., Kumari, S., Sundaram, P.K. and Jeet, P. 2020. Role of Agriculture in making India \$5 trillion Economy under Corona Pandemic Circumstance: Role of agriculture in Indian economy. *Journal of AgriSearch*, **7**(2): 54-58.
- Solanki, S., Prakash, N., Punj, D. and Gabriel, E.E. 2020. Reviving agriculture sector: an initiative of government of India amidst COVID-19. *PalArch's Journal of Archaeology of Egypt/Egyptology*, **17**(7): 9786-9796.
- Srinivas, T. 2021. "Swiggy it!" Food Delivery, Gastro Geographies, and the Shifting Meaning of the Local in Pandemic India. *Gastronomica: The Journal of Food and Culture*, **21**(4): 17-30.
- Udaykumar, M.S., Vazhacharickal, P.J., Bellundagi, V., Hamsa, K.R. and Umesh, K.B. 2022. Atma Nirbhar and other agricultural relief packages with a special focus on COVID-19 pandemic situation in India. *The Pharma Innovation Journal*, **11**(2): 2765-2780.
- Varma, L. and Balachandran, V. 2021. Atamnirbhar Bharat Abhiyan-Towards Promotion of Entrepreneurship. *International Journal of Business and Management*, **23**(9): 16-20.
- Williams, N. and Vorley, T. 2014. Economic resilience and entrepreneurship: lessons from the Sheffield City Region. *Entrepreneurship & Regional Development*, **26**(3-4): 257-281.
- Yadav, P. and Srivastava, A.R. 2021. Corporate social responsibility in times of COVID-19-some Indian business case studies. *Journal of Social Responsibility, Tourism and Hospitality (JSRTH)*, **1**(01): 14-23.

