



Agri-Entrepreneurship -Challenges and Opportunities

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ABSTRACT

Entrepreneurship involves in quest of opportunities misogynist for the good sake of the society. Entrepreneurial context changes from region to region and plane from time to time in the same region. In the same line, the waffly agro-economic conditions for quite some time in India have offered as prospective context for developing entrepreneurship in agri-business, tabbed Agri-preneurship. In other words, Agri-preneurship ways developing entrepreneurship in threshing sector. Threshing is the windrow of the Indian Economy. Due to this vital full-length India is known to be an "agriculture-dominated country". In the path of renaissance of Indian Economy, a budge from threshing to agribusiness plays a vital role. Agribusiness, equal to Surya Kumar (1999), includes activities relating to production, processing and distribution of products and Services to agriculture, floriculture, horticulture sericulture, aquiculture and unprepossessing husbandry. Agri-merchantry minutiae benefits an economy in various forms and ways. Agri-preneurship generates firsthand large-scale employment, utilizes the idle human and natural resources, promotes wanted insemination by mobilizing the idle saving of the public, reduces unemployment, promotes well-turned regional development, reduces concentration of economic power, promotes equitable distribution of wealth, income and plane political power, induces wrong-side-up and forward linkages for industrial and economic development, and promotes country's export. This paper mainly devoted to highlight challenges faced and opportunities misogynist for the sustainable minutiae of Agri-preneurship in India.

KEYWORDS: Sustainable, Agri-preneurship, Entrepreneurship, opportunities, agri-business.

1. INTRODUCTION

In India, Agriculture, with its associated sectors, is indisputably the main livelihood provider, increasingly so within the vast rural areas. It's significant role to play within the Gross Domestic Product (GDP). Threshing forms the windrow of the Indian Economy. Hence, India is moreover tabbed as an 'agriculture-dominated country'. Threshing landscape has reverted drastically, since this intervention that a second untried revolution goes to wish a completely new set of technology. In sight of this, the govt of India has been giving increasing importance to the minutiae of threshing within the country. That threshing has ripened over the

years is reflected by various indicators like increasing productivity, cropping intensity, upper yielding variety seeds, diversification, mechanization, and modernization of agriculture.

An economy widely consists of two sectors, namely, threshing and industry. Threshing refers to the agricultural economy, whereas industry thereto of the urban economy. Still, 72 per cent of India's population resides in rural areas and therefore the rural areas are characterized by widespread unemployment and miserable poverty. The new agro-economic conditions have offered an honest telescopic for the minutiae of agri-business expressly in rural areas of the country.

Given its good promises for attracting huge investment including foreign investment, agri-business worldwide is taken into account to be an industry including India [1].

Agri-business is an old concept but relatively new term utilized in merchantry literature. As referred by Hansra and Vijayaragavan (2003:29), the term 'Agri-business' was formally introduced by Professor Ray Goldberg of Harvard University during mid-fifties. It's a comprehensive word encompassing a good sort of activities associated with production, processing and marketing of crops, livestock and forest products. Agri-business includes activities concerning agriculture, floriculture, horticulture, sericulture, aquiculture and unprepossessing husbandry. In other words, agri-business comprises of organizations and enterprises which in how contribute for value and provide uniting elements like production, processing, marketing, packaging, transportation and wholesale and retail trade.

The waffled socio, economic, political, environmental and cultural dimensions over the planet, farmers' and nations' opinions for survival and for sustainability ensuring success in waffled their respective economic environments has wilt increasingly critical. It's moreover worth noting that the minutiae of a replacement spirit of enterprise "Agri-preneurship" and therefore the increased individual need for responsibility for running their own businesses[1].

Entrepreneurship is unfluctuating with finding ways and ways to make and develop a profitable sublet business. The terms entrepreneurship and agripreneurship are commonly utilized within the context of education and tiny merchantry insemination in agriculture. [1] defines entrepreneurship in threshing because the megacosm of innovative economic organization for the aim of growth or gains under conditions of risk and uncertainty in agriculture. On the opposite hand defines an entrepreneur as a private who manages a merchantry with the intention of expanding the merchantry and with the leadership and managerial skills necessary for achieving those goals. Within the squatter of growing unemployment and poverty in rural areas and slow growth of threshing there's need of entrepreneurship in threshing for increasingly productivity and profitability of agriculture. The agripreneurship program is important to develop

entrepreneurs and management workforce to cater agricultural industry wideness the planet. Agripreneurship is profoundly influenced mainly by the economic situation, education and culture.

2. NEED FOR DEVELOPING AGRIPRENEURSHIP IN INDIA

Indian economy is prominently backed by Agriculture. Contribution of threshing is major in Gross Domestic Product (GDP). Its important role is witnessed by the certainties that it contributes 22 per cent to the quantity gross residential items, gives merchantry to virtually 65 per cent of the quantity work constrain, and contributes 14.7 per cent of total exports of the country. That's precisely the rationale why Tenth Five Year Plan considered agricultural minutiae as ventral to economic minutiae of the country in sight of this, the govt of India has been giving increasing importance to the minutiae of threshing within the country. The threshing has ripened over the years is reflected by various indicators like increasing productivity, cropping intensity, upper yielding variety seeds, diversification, mechanization, and modernization of agriculture. The necessity for and significance of agricultural development within the country are often imbued with multiplicity of justifications as follows:

- Availability of land for agricultural purposes.
- Illiterate and/or less educated population.
- Lack of employment opportunities in formal sector.
- Prevalence of large-scale unemployment.

Agri-business minutiae benefit an economy in various forms and ways. For example, it generates firsthand large-scale employment, utilizes the idle human and natural resources, promotes wanted insemination by mobilizing the idle savings of the public, reduces unemployment, promotes well-turned regional development, reduces concentration of economic power, promotes equitable distribution of wealth, income and plane political power, induces wrong-side-up and forward linkages for industrial and economic development, and promotes country's exports.

3. OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT OF AGRI-PRENEURSHIP

India has been considered as an Agrarian economy since the beginning. The need for developing entrepreneurship in agri-business can logically proceed to unfold the opportunities available for the sustainable development of agri-preneurship. A World Trade Organization (WTO) agreement has recently opened new prospects for the development of agriculture and its diversification. This results in increased opportunities for the growth and development of entrepreneurship in agriculture business sectors especially in agriculture, floriculture, sericulture, horticulture, animal husbandry etc. [2]. Following table gives the summary view of the same.

SECTOR	OPPORTUNITIES
Agriculture	<ul style="list-style-type: none"> • Organic Farming • Agro-based Industry • Farm Mechanization • Pulses and Oilseeds, Post Harvest and Processing • Quality Input Production and Supply Chain
Horticulture Fruits Vegetables Flowers Aromatic and Herbal Plantation	<ul style="list-style-type: none"> • Organic Farming • Commercial Production • Marketing • Processing • Packaging • Off-Season Vegetables and Quality Flower Production • Commercial Flower Production • Aromatic and Herbal Plantation
Animal Husbandry and Veterinary	<ul style="list-style-type: none"> • Dairy Processing and Chilling • Meat Processing • Broiler and Egg Production and Marketing • Livestock Feed • Livestock Vaccine/Drug Production
Fishery	<ul style="list-style-type: none"> • Scientific and Commercial Production • Integrated and Intensive Farming • Carp Hatchery • Ornamental Fish • Fish Feed
Sericulture	<ul style="list-style-type: none"> • Silkworm Rearing Technology • Silk Yarn Production • Handloom and Textile/Garment Design • Exports
Others	<ul style="list-style-type: none"> • Mass Production of Bio-Pesticides • Bio-Fertilizers Production and Marketing • Mushroom Marketing • Vermi Compost • Bee Keeping and Honey Marketing

India has Opportunities to do merchantry with Indian Threshing are enormous. Fruit pulp, concentrates, flavors, extracts, frozen fruits, frozen vegetables, pickled products, versicolor products. Fruits, Vegetables, Supplies grains, Mushrooms and Medicinal and Aromatic plants etc. They are discussed in detail:

- VermiCompost- Organic Fertilizer Production-* Vermicompost organic fertilizer production has now will a major component of agro-business models wideness the country with a very low initial investment. An entrepreneur can start this merchantry with the proper know-how of the production process.
- Dried Flower Business-* Dried Flower Merchantry in specialty flower is a very profitable venture now worldwide. Flower production is one of the fastest growing yield trends in threshing today with a strong demand for all types of flowers, expressly unique and hard-to-grow varieties. The interest in cut dry flowers has increased unceasingly over the last ten years.
- Fertilizer Distribution Business-* Fertilizer distribution merchantry in India is highly controlled by Government regulation. It is one of profitable threshing merchantry ideas one can start with moderate wanted investment.
- Organic Sublet Green House-* An organic sublet greenhouse merchantry has a upper potential to grow and succeed considering steadily the demand for organically grown sublet products has grown considerably. Organic sublet greenhouse merchantry has been normally washed-up on small, family-run farms. But since the demand for organically grown supplies products is now increasing, people are investing in land for organic farming.
- Poultry Farming-* Poultry farming in India has transformed into a techno-commercial industry from the status of yard farming in the last three decades. Poultry farming is the fastest growing sector in threshing and farming business. The yearly growth rate is 8-10% in egg and 12-15% in the roaster industry.
- Mushroom Farming-* A mushroom farming merchantry can be a midpoint of big profit in just a

few weeks with considerably low startup wanted investment to start a business. A person who has a little bit of idea in the science and technology of mushroom growing and has an own tower for having the sublet – mushroom farming merchantry will be the perfect option for him to start.

- g) *Hydroponic Retail Store*- A person having passion in plantation technology can start the hydroponic retail store merchantry to turn his hobby into a profit-making venture. Recently a new plantation technology called Hydroponics has been in huge demands over the past decades. This technology is best as a self-ruling way of plantation both for home and commercial use.
- h) *Snail Farming*- Snail farming merchantry opportunity demands willpower and specific knowledge in modern technology. It is the process of raising land snails especially for the consumption of humans. It has a upper rate of protein, iron, low fat and scrutinizing all the amino acids that are needed for human body.
- i) *Sunflower Farming*- Land is the primary requirement for starting the sunflower farming business. In India, sunflower is often tabbed a commercial mazuma crop. Growing sunflower for oilseed with maintaining right process is a viable merchantry opportunity. An entrepreneur passionate well-nigh threshing and having owned land can start sunflower farming business.
- j) *Guar Gum Manufacturing*- Guar gum, locally tabbed guaran, is a galactomannan. It is nothing but the ground endosperm of guar beans. These guar seeds are dehusked, milled and screened in order to get the guar gum. Such guar seeds are typically produced as a free-flowing, off-white powder. It is a natural supplies thickener, similar to locust stone gum, cornstarch or tapioca flour.
- k) *Bee Keeping*- Beekeeping merchantry opportunity demands day to-day monitoring with tropical supervision to the bees. With the increasing sensation well-nigh the health, demand for honey is growing globally. Beekeeping in order to sell honey and other products like wax. This is much profitable venture for startup with less investment.
- l) *Fish Farming*- Commercial fish farming merchantry is a lucrative investment that can spin money at any

time of the year continuously. With the implementation of modern techniques and having owned space, an entrepreneur can start this merchantry with moderate wanted investment.

- m) *Fruits and Vegetables Export*- An entrepreneur can start an export merchantry of fresh fruits and vegetables by collecting them from local farmers. one can start this merchantry from a home location only having a phone and computer with internet connection.
- n) *Micronutrient Manufacturing- Folier and Soil Application*- Micronutrient has an immense potential in threshing business. Having a strong distribution strategy, one can start this manufacturing merchantry with substantial wanted investment.
- o) *Florist*- One of the very profitable threshing merchantry ideas. Having a retail space and connection with the flower growers, one can start this business. An entrepreneur moreover can generate a substantial online sale by offering customers door-step delivery.
- p) *Livestock Feed Production*- This merchantry is small scale manufacturing. Having conviction in distribution, one can start this merchantry to make money out of livestock feed production.
- q) *Frozen Yellow Production*- Frozen yellow is a hot product now. The demand for this product is increasing globally. An entrepreneur living in a metro or suburban municipality can start this merchantry with proper planning.
- r) *Botanical Pesticide Production*- The botanical pesticide is one of the most profitable threshing merchantry ideas. It is an essential and mandatory product for organic farming and the demand for this product is increasing highly.
- s) *Basket and Broom Production*- Basket and broom are very worldwide products in rural threshing scenario. An entrepreneur can start this merchantry by sourcing these products from rural makers and without giving ornamentation, it can be sold as utility or decor item through retail and online both. To start profitable basket-weaving merchantry one requires thoughtful planning and a upper level of creative mind having a flair for design. Using a wide range of raw material an entrepreneur can initiate customized basket-weaving merchantry from a

home location with moderate wanted investment. Broom production technical process is simple and the project can be initiated with proper planning and moderate wanted investment. Broom has been used from centuries to sweep up dirt and dust, in and virtually homes and workplaces.

- t) *Flour Milling*- Flour milling merchantry has many diversified fields. An entrepreneur can start this merchantry with a proper merchantry plan. Establishing your own trademark product is highly profitable in this business.
- u) *Fruit juice-Jam-Jelly Production*- Fruit juice-jam-jelly production merchantry has the huge market opportunity. Most important thing is the production process is not that ramified and can be initiated small-scale basis.
- v) *Groundnut Processing*- Having conviction in the source of raw material ground nut an entrepreneur can start this merchantry with moderate wanted investment. Processed groundnut has very good market potential globally.
- w) *Cashew-nut Processing*- Cashew nut when processed is consumer durable product and gains an increasing market potential. A small scale semi-automatic venture can be initiated by an entrepreneur in this.
- x) *Quail Egg Farming*- Commercial quail farming is commercially gaining importance as it profitable for eggs and meat production. Worldwide quail farming plays an important role in meeting daily needs of family nutrition demands and earning livings.
- y) *Shrimp Farming*- Shrimp farming is an aquaculture merchantry that exists in the freshwater environment, producing shrimp or prawn for human consumption. The demand for this product is increasing globally.
- z) *Fish Hatchery*- A fish hatchery is a place for strained breeding, hatching and rearing through the early life stage of finfish and shellfish in particular. Larval and juvenile fish produce by hatcheries helps to support the aquaculture industry where they are transferred to on-growing system.
- aa) *Piggery*- A piggery business can be started by an entrepreneur if sufficient landholding is there. Piggery is the most prospective source for meat

production amongst the various livestock species. The key facility is that pig farming needs a small investment in buildings and equipment.

- bb) *Soya Beans Processing*- Commercially soya beans processing to produce milk, soy flour, soya sauce, soya stone oil, natto etc is a very profitable threshing merchantry ideas to start with moderate wanted investment. With proper marketing strategy, an entrepreneur can start this merchantry in small scale also.
- cc) *Spice Processing*- Rising global demand gives a uplift to spice processing industry recently. Good quality processed spice has very good demand. Processing and packaging methods are not very complex. The margin is moreover very satisfying in spice processing business.
- dd) *Vegetable Farming*- Vegetable farming is one the most profitable threshing merchantry ideas. An entrepreneur can start a good quality farming in vegetables with quality seeds and fertilizers.
- ee) *Chicks Hatchery*- Chick's hatchery merchantry is all well-nigh making money by selling commercially produce chicks to local egg and poultry farmers. It is a highly profitable merchantry to start with a small wanted and as such no specialized knowledge is required.
- ff) *Tea Growing*- Tea growing merchantry has huge potential and demand for the product is increasing globally. Tea plants grow fairly well in acidic soil and regions with heavy rainfall virtually 40 inches per year, otherwise also they can be grown anywhere from sea level to altitudes as upper as 1.3 miles whilom sea level.
- gg) *Grocery E-Shopping Portal*- Grocery E-shopping portal is a most trending merchantry in recent phenomena. This tech-based merchantry opportunity demands proper planning and strong online marketing strategy to start.
- hh) *Medicinal Herbs Farming*- Growing medicinal herbs commercially are one of profitable threshing merchantry ideas. Having sufficient land and knowledge well-nigh the herbs marketing, an entrepreneur can initiate medicinal herbs farming with moderate wanted investment.

- ii) *Cactus Arrangements*- Cactus is the most favorable item as plant decor item. This is platonic for tabletop gardens, and many plants can coexist happily in the same container. Creating and selling cactus arrangements is a very profitable and self-rewarding merchantry to start. It can be started from a home location with the minimum investment.
- jj) *Dairy Farming*- Commercial dairy farming is one of the most profitable threshing merchantry ideas. A quantity of manure can also be produced part from milk. There is huge scope for increasing the production of milk through profitable dairy farming.
- kk) *Goatery Farming*- In India goats are the main meat-producing animals. Goat meat has increasing demand and one of the choicest meats. Due to its great economic prospects, goat rearing under intensive and semi-intensive system has been gaining momentum for the past few years for commercial production.
- ll) *Jatropha Farming*- Commercial jatropha farming for Bio-diesel is one of the most trending threshing merchantry ideas. Marginal farmers and cultivators can produce jatropha as a raw material for bio-diesel with the help of modern technology.
- mm) *Potato Powder*- Potato powder has wide using in the processed and snack supplies industries, it can be used in any recipe which requires mashed potatoes. Potato powder is used as a thickener or wiring for the preparation of ready to eat vegetable gravies and soups. The processing method is moreover not very complex. Potato powder processing merchantry can be initiated semi-automatic small-scale basis.
- nn) *Corn Farming*- Corn (Maize) is one the most Corn (Maize) is one of the most resourceful crops having wider tensility under different agro-climatic conditions. Worldwide, corn is known as the queen of cereals. Commercial corn farming by using modern technology with quality seed is one of the most profitable threshing merchantry ideas.
- oo) *Fodder Farming for Goats and Cows*- Fodder is any agricultural foodstuff used specifically to feed domesticated livestock, like chickens, horses, pigs, cattle and goats. The term refers to supplies given to animals, rather than the supplies they forage for themselves. People with wits and knowledge in a specified field of farming worriedness can consider offering consulting services to organizations and farmers.
- pp) *Rabbit Rearing*- there's no law prohibiting the keeping of rabbits in Towns and Cities. A yard can serve as a good source of spare income, supplies and employment; thus reducing poverty, hunger and idleness. Rabbit don't compete with humans for food, as kitchen leftovers, cut grasses and formulated or compounded feed can sustain them. Rabbit keeping does not require much wanted for investment and maintenance. As little space is needed, most rabbits could be kept in the yard or in the x-rated sheds.
- qq) *Grass Cutter Farming* Grass cutter is very important in husbandry in the humid forest where harsh environment and poor grazing slows down the performance of conventional livestock. Ranching of grass cutter as a yard mini livestock would therefore modernize the lot of the peasant farmers, provide an volitional source of unprepossessing protein and create job opportunities for urban dwellers.
- rr) *Coconut Juice Production*- From fresh chunks of meat to milk, creams, and powders, the savor of coconut is a distinctive wing to hundreds of sweet and savory recipes. One can make good money by selling in wholesale to retail outlets and supermarket, but make sure the product is well branded, with company's name and contact.
- ss) *Local Drinks or Dry Gin Production*- A lot of villagers has come to the municipality and still love to take local drinks, if well packaged, and accessible, you can start making money by selling to some beer parlor, while Ogogoro are often supplied to some companies that uses this product together of their raw materials
- tt) *Agricultural Brokerage and Consulting*- One can start a merchantry in agricultural brokerage by linking sellers of agricultural produce with buyers and get legation for it. One can moreover wilt a consultant and offer expert translating or organize trainings and seminars

4. CHALLENGES FOR SUSTAINABLE DEVELOPMENT OF AGRI-PRENEURSHIP

Agriculture is that the main source of livelihood in rural India, which is home to 75% of the nation's poor. Though it provides livelihoods too increasingly than half India's workforce, the world contributes to but one-fifth of the country's GDP. The per capita income of farmers may be a fraction of the national average. Such low incomes are a result of a deteriorating natural resource base, shredded value chains, fragmented landholdings, weak infrastructure, inadequate knowledge and multiple intermediaries. A majority of the farmers are trapped in a vicious trundling of low productivity and low investments. Though technological solutions can be found to write the challenges of low productivity, the hair-trigger problem lies in making the farmer capable of implementing them. Transfer of technology, including know how and information, customization and topics towers are crucial in empowering the farmer to raise productivity and prefer sustainable agricultural practices. Given the complexity of geographical spread, diversity of crops and therefore the sizable number of farmers involved in agriculture, innovative models of engagement are essential to make sure robust sustainable agricultural practices also as avenues for livelihood creation.

Such innovation got to address a number of the inherent conflicts within the agricultural sector.

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Policy reforms in the threshing sector need to cognize for several estranged needs mentioned whilom that impact the value uniting from the farmer to consumer.

The trends in global agribusiness are waffled at a rapid pace and the traditional practices in threshing

seem obsolete today. Now this sector is increasingly concerned with delivering consumer value and diversification rather than increasing quantity of production only.

The consumer is increasingly conscious of a number of product natures surpassing making visualization well-nigh the product like low nutritive value, good taste, user-friendly packaging, easy availability and "Green" products.

The regulations in agribusiness have moreover approached to its overly highest standards. The environmental protection, supplies health and safety standards and child labor issues are at the cadre of consumer welfare theory. Agribusiness firms are exploring other ways to maximize profit.

Recent supplies slipperiness in the country wheat flour, sugar, pulses, rice, milk etc. demand prime focus of the policy makers. The major pro-active motivators for the globalization of agribusiness are the price differentials between national and international markets while the market distortions shortage, hoarding, woebegone marketing etc. at local level are the reactive motivators. The increasingly is the difference between national and international market prices, the increasingly will be the market distortions [3].

The global scene is very dynamic with continuous quality improvements and forfeit competitiveness. The local infrastructure regarding implementation of supplies safety standards and quality tenancy is not satisfactory. Another major problem is overly increasing prices for agricultural inputs i.e. fertilizers, upper yielding seed, fuel, agricultural credit, plant protection measures and sublet machinery which put this sector in less productive profile. Hence the increased forfeit of production put the exporters in a no situation in the international market. Due to these price hikes the purchasing power of the consumers has crushed at national level.

Agribusiness sector is characterized by many functional and institutional inefficiencies. All the marketing functions stuff performed in transferring the agricultural products from producer to consumer walkout inefficiency. The functioning of wholesale markets is not satisfactory due to many reasons like lack of storage facilities, unhygienic exhibit sites, exploiting policies and illegal deductions by the market

intermediaries, lack of availability of well-judged and transparent market information, nonprime setting mechanism, lack of market research and minutiae efforts, lack of production and price forecasts etc. The modern marketing concepts like future markets and yield insurance do not exist altogether. Lack of skilled management is one of the major reasons behind functional and institutional inefficiencies. In the scarcity of management agricultural graduates, it becomes a little difficult job to yield quality results from this sector.

Productivity of the farmers may be enhanced meaningfully by connecting agricultural research increasingly closely to the needs of farmers and the supplies industry. This target may be achieved by raising a increasingly proactive approach [4]. To sum up, the country's future lies in agriculture business and all should try to create value along with adding value to it. We should move towards a increasingly integrated tideway to remove deficiencies and inefficiencies in this sector. Improving quality, economizing on forfeit of production, well-articulated marketing efforts, constructive regulatory framework and compliance to increasing international standards are some of the cadre policy issues confronting agribusiness sector. Policy reforms in waffled preferences and attitudes can serve the purpose by raising a well integrated tideway involving all the stakeholders.

5. FUTURE SCOPE AND CONCLUSION

It could be seen clearly from the above discussion that agri-preneurship is very important to sustain the livelihood of millions of farmers in India. It could be noted that India has a vast scope for agribusiness and also a large number of opportunities for doing agri-preneurship. However some of the constraints and challenges are observed towards practicing agribusiness. In order to overcome such constraints and challenges are observed towards practicing agri-preneurship, the following suggestions can be considered.

Give priority in the investment in agro business giving more focus on area expansion in cultivation, crop production and processing.

- Bring new technologies and inputs from foreign partners for mass production

- Market exploration and linkage development
- Buy back guarantee and contract farming for the mass production.
- Quality and quantity production at the larger extent Establishment and operation of Commercial farms
- Advise government for the revision of policies and act to bring conducive environment for FDI
- Larger scale and aggregated farming of the crops
- Insure the supply of fertilizers, seeds and agricultural equipment for all.

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