

Article Id
AL04142

ENTREPRENEURIAL BEHAVIOUR IN SECONDARY AGRICULTURE

Email

Bineeta Satpathy

bineeta.satpathy@rpcau.ac.in

Post Graduate College of Agriculture, DRPCAU, Pusa, Bihar, India

Secondary Agriculture includes "all practices, approaches and process which significantly adds value to the original produce by using suitable and efficient technologies, market dynamics and consumer preferences". We have promising examples of secondary agriculture like oil from rice bran, starched sugar from corn, essential oil from turmeric, milk and protein from soybean, industrial chemicals and bio-fuel from sugarcane and ligno-cellulosic biomass, fiber board from rice straw, high value animal by products, in addition to aromatic extract from medicinal and herbal plants.

So, to say, promoting secondary agriculture has direct relation with sustainable agriculture and increasing productivity which aim to connect primary, secondary and tertiary sectors by using all factors of production, such as land, capital and labour—contributing to primary agriculture production, capturing 'value' in primary agricultural activities, and generating additional income at the enterprise level.

The real sense of secondary agriculture was understood when the Ashok Dalwai Committee submitted its report on "adding value to primary agriculture and building agricultural enterprises in rural India" through "farm-linked activities and secondary agriculture" in February 2018. The committee has defined secondary agriculture as a production activity at the enterprise/farm level, and it devised a four-pronged strategy:

- Sustainability of agricultural production
- Monetisation of farmers' produce
- Strengthening of extension advisory services
- Recognizing agriculture as an enterprise, and enabling it to operate with major structural transformation

This four-fold strategy for secondary agriculture has drawn the attention of development professionals, agribusiness academics and experts, and policymaking bodies. Secondary agriculture, as is defined, can help drive the growth of primary agriculture to promote the agrarian economy, and three avenues have been identified that adequately help utilize all forms of capital, human resources, transferable technology, organizational and infrastructural capabilities, and risk orientation.

- Type A: Primary and secondary value addition to existing production system
- Type B: Alternative enterprises but linked to rural off-farm and landless activities.
- Type C: Enterprises that thrive on crop residues and agro-waste materials.

Type A can be achieved by improving livelihood promotion strategies that are implemented by farmer-based/community-based organizations. Linking farmers with the market through collection, aggregation and assaying/grading of agricultural produce can help them in value promotion and appropriation. Collectivisations, cluster farming, financial literacy, commodity marketing skills are prominent to structure and make functional these avenues.

Type B is based on utilization of alternative enterprises to primary agriculture, but is associated with rural off-farm activities. For example, poultry, bee-keeping, duck farming, quail farming and animal husbandry practices are off-farm enterprises that can be promoted as part of the integrated farming system. Integrated farming system is a very unique approach to

Type C refer to enterprises that strive on crop residues, or by-products of primary agriculture. For example, mushroom from paddy straw/arhar stalk, after recovering sugar from cane, cane can be used as bagasse for molasses production. Similarly, cotton stalk and seed (after ginning) can be used for de-oiled cake preparation or utilised in the secondary/tertiary sector. Even preparing wooden furnitures from bamboo residues, arhar stalk, handicrafts and ethnic, fashionable jewelry from banana fibers, herbal gual from vegetable wastes, medicinal oil from turmeric waste dried leaves and so many.

To promote agricultural entrepreneurship or agricultural enterprises, there is recognition of priority sector status for institutional credit; low-cost skilling and knowledge-based exposure of farm communities; specialised extension services for enterprises owned by females; priority under rural electrification objectives; fast-track procedures to avail benefits under the

ongoing central sector schemes; and label geographical indicators to products of village-scale secondary agriculture. Apart and above all this understands entrepreneurial behavior.

Recent Remarks

- ✓ The 52 percent workforce engaged in agriculture requires a booster dose for revamping its economy and this can happen only through post harvest sector, which is nothing but secondary agriculture," these remarks were made by Secretary, DARE and Director General ICAR, Dr. S. Ayyapan during the brain storming session on Post Harvest Technology & Value Addition held at National Agricultural Science Complex (NASC) Complex in December 2013.

In This Context, Entrepreneurial Behaviour is Understood as

- (i) Information Seeking: This aspect of behavior relates to acquiring more and more information based on experimental results. The research and extension in Agriculture revolves round data, so it is very important that entrepreneurs need to be inquisitive.
- (ii) Information Processing: This aspect hints at the intelligent processing of information gathered to come out with fruitful strategies for successful interventions.
- (iii) Information Disseminating: After processing of information, the piled up information is disseminated to the outer sources, which will be beneficial for the business and the new initiatives.

Entrepreneurship, due to its complex nature and multidisciplinary characteristics, is the focus of many disciplines, including economics and management. It can be assumed that entrepreneurship is combined with the practice of functioning of small enterprises, whose owners, as well as management personnel, reveal attitudes, behavior, and personality traits conducive to expanding a business and conducting changes. Entrepreneurial behavior can be defined as a set of behaviors that an individual possess and which enables him to innovate and/or improve upon existing ideas to design and market a product or service effectively to gain a competitive edge. Entrepreneurship is still identified, as it was in the first years after transformation, with an effective way of thinking and acting, with the intention of making independent economic decisions and with the ability to act rationally and achieve tangible benefits.

Conditions Affecting the Development of Entrepreneurship of Farmers

A. Factors determining entrepreneurial behaviour

- Individual committing to(creativity, optimism, and diligence)
- Competition on the market (market niches, resources and action, fair competition)
- The state of farm equipment in machinery, equipment and buildings and structures
- Possibilities of obtaining financial resources (micro credit, bank loans and own existing resources)

B. Factors stimulating entrepreneurship

- Farm equipment with machinery, equipment and buildings and structures
- The multifunctional nature of rural areas
- Practical knowledge and ability to draw conclusions from acquired experience
- Searching for new opportunities and niches
- Ability to recruit new team members

C. Factors supporting entrepreneurship

- Socioeconomic and psychological strength
- Level of education and qualifications of agricultural producers
- Level of technical infrastructure development
- Employment and involvement of the farmers
- Publicity of production for market entry

D. Factors with an indirect impact on the development of entrepreneurship

- Facilitates the initiating ventures or agri-startups
- Support assistance
- Innovativeness
- Age structure of growers

Going further, one can agree with the opinion that entrepreneurship defines attitudes and auction process for the development of existing activities or for the emergence of new business ventures, based on seeking market opportunities, as well as management strategies and the management of its implementation. Rural development programmes often make little

references to position of entrepreneurial orientation in rural areas and their links to the entrepreneurial behaviour and rural livelihood.

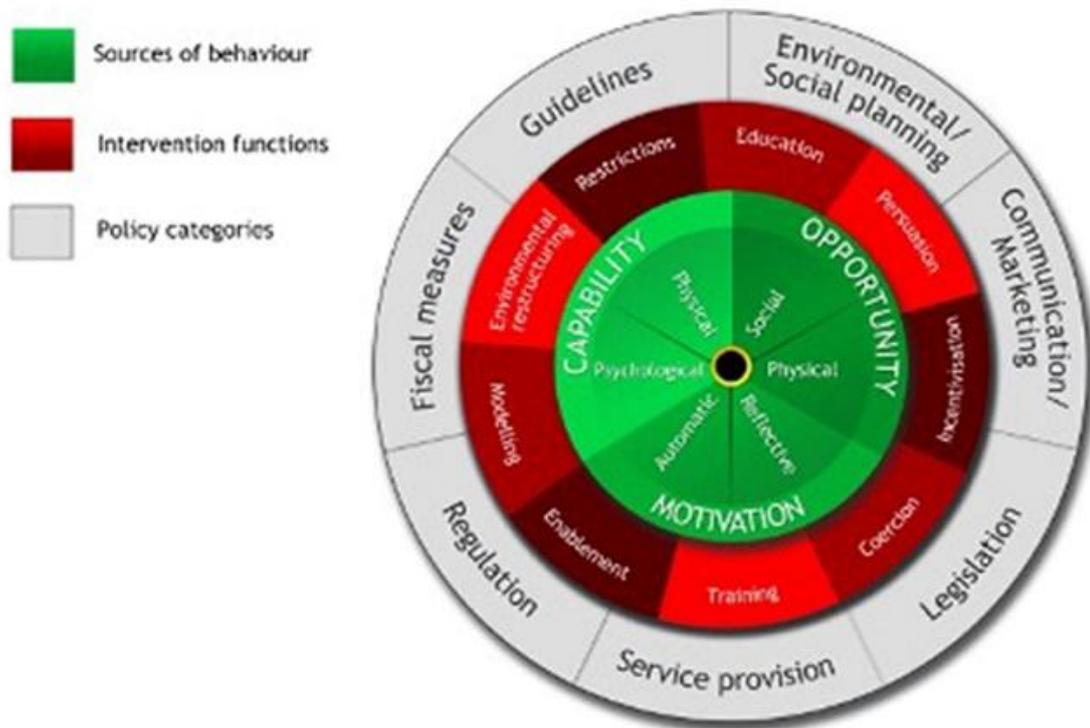


Fig. Behaviour Change wheel

Conclusion

Looking into the emerging areas of agriculture entrepreneurship in the current days, entrepreneurial behavior parameters like innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, information seeking behavior, self-confidence, planning ability, and cosmopolitaness rules the ecosystem. It is also often being observed and inferred that entrepreneur in agriculture and allied sectors possess low to medium level of education, grown from grassroots, average household annual income, and possession of land and livestock holding, farming experience, training exposure, participation in various social and extension activities. Secondary agriculture is the immediate shift, that Indian agriculture needs as of now. It assumes prominence with the announcement of the goal of doubling farmers' incomes. The term 'secondary' has a bearing on climate change adaptation and its mitigation, small farm viability and profitability, food security, nutrition, sustainable utilization of natural resources, and optimal usage of produce from farm incomes. As we all know that farmers behavior has a reasoned action and influences farmers

decision making process, so understanding them along with their processes as per the change wheel is pertinent.

References

Marit M. Biesheuvel *et al* Understanding Farmers' Behavior and Their Decision-Making Process Front. Vet. Sci., 02 December 2021 Sec. Veterinary Humanities and Social Sciences

Kabiri, F. and Mokshapathy, S. (2012). Entrepreneurial Orientation and Farmers performance: Indian Journal of Education and Information Management, Vol. 1, No.7 (July 2012)

Uday. Rao, M. Srinivasa, Sathya Gopal, P V (2020) Entrepreneurial Behaviour of Commercial Agriculture