



Study of Agri Farm Business Model to Empower Women Agripreneurs for Rural Development

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Introduction:



- Indian economy breaths with agriculture.
- If, agro economy sneezes in India, other sector catch cold as 15.5% of GDP is from agriculture which is generating around \$ 400 billion every year.
- Agriculture has traditionally been viewed as a low-tech industry with limited dynamics, controlled by small and marginal farmers.

Agriculture is increasingly viewed as a profitable business that may be achieved by altering the way it has traditionally been conducted.



Crop diversification, integrated farming, farm mechanization, market intelligence, value addition, post-harvest processing, new requirements for product quality, chain management, food security, sustainability are now focusing and forecasting agriculture as a business with solid financial advantages as there is a paradigm shift in the country.



Agrarian economy:

- An agrarian economy is an economy where a majority portion of the income of individuals is made from agriculture.



- Agriculture is the primary occupation of most of Karnataka's rural people. A total of 12.31 million hectares of land is cultivated in Karnataka, constituting 64.60% of the total geographical area of the state.
- Nearly 56% of the workforce in Karnataka is engaged in agriculture and related activities.



Position of women in agriculture:

- 30.33% of total cultivators and 40.67% of agriculture labor are women.
- Only 13.95% of total operational holdings are operated by women.
(Source: Agriculture Census)





**Agriculture
to
Agripreneurship**

Agripreneurship:

- Agripreneurship is defined as generally, sustainable, community - orientated, directly marketed agriculture.
- By sustainable agriculture denotes a holistic, system-oriented approach to farming that focuses on the interrelationships of social, economic, and environmental processes.

Agripreneurship is required because:

- Increasing demand for organic/quality food both in India as well as Foreign market. Market growth of 15-25 per cent per year.
- Rain-fed farming, tropical fruits and vegetables, livestock, animal husbandry, aquaculture, wild craft, etc. are produced through real low cost production methods.
- Private sector is willing to enter into agri-business at all levels of operations. Changing consumer demand and retail revolution has opened the doors for investment by private sector in agri-businesses like Reliance, Bharati, Pantaloons, Carrefour, Wal-Mart etc.,

Agri-Farm Business:

- Agricultural business is also known as agribusiness, is the farming, management, production and marketing of agricultural commodities such as livestock and crops.
- The agricultural include resource management, farming, conservation, ranching and sales.
- The agribusiness plan is a road map for a business. It describes the main functions of business operations, finance, management and marketing.

Agri-Farm Business Ideas:

Agriculture Business Ideas



Organic Farming



Landscaping Agency



Warehousing Business

AatmaNirbharta through Agripreneurship

- One of the options which mitigates the burden on agriculture, while at the same time arrests rural-urban migration, is agripreneurship i.e., entrepreneurship in agriculture and its allied sectors.
- Adoption of new and innovative methods, processes and techniques in agriculture and its allied sectors ensures better output and remuneration, and is the harbinger of progressive change in the rural economy.
- The demand for an entrepreneur in the agriculture and allied set-up has grown in the recent past, due to the rapid integration in global supply chains and the associated compliances required in maintaining ecological balance.

Skills for Agri-Entrepreneurship

- Agriculture offers several opportunities for entrepreneurship.
- There are many new prospects in the agribusiness sector, including packaging, the provision of raw materials, processed agri-food manufacturing, export of agricultural products, and other related industries.
- High – skilled workers' perspectives are changing as a result of increased micro financing, lax government regulations, access to cutting-edge technology, guidance, and workshops on agri and related fields.
- As a result they are choosing to work for themselves in agriculture and allied sectors.

Economic Development

- The agriculture sector has a large potential to add to the national income while simultaneously ensuring direct employment and income to the numerically larger and susceptible sections of the society.
- In fact, Agripreneurship is not only a prospect but also a prerequisite for improving the creation and profitability in agriculture.
- Changing the way a local farmer thinks to increase production is not difficult, what is difficult is to adopt to the mindset of an Agripreneur.

Agri Start-ups: Transforming Agripreneurship

- Agritech start-ups work with technology at the core of their work philosophy. But the uniqueness lies in the innovative ways that they have followed to link the technological advancement to farmers.
- Most of the agritech start-ups have based their business models around state-of-the-art technologies like, Artificial Intelligence(AI), Machine Learning(ML) and the Internet of Things(IoT).
- Through them, the farmers are being introduced to the new agri practices and are getting exposure to the tools in a way they never were earlier.
- To take more and more farmers in their folds, these start-ups are leading multiple innovations which bring technology at doorsteps of the farmers at cheaper and affordable rates.

Agripreneurship and Farm Prosperity

- It is the beginning of a new era in agriculture with meteoric rise of Agricultural Entrepreneurship or Agripreneurship promising to pump adrenalin into farming and usher in prosperity.
- Agripreneurship is considered as a one-stop solution for many economic problems like poverty, urbanization, unemployment and economic development.
- Agriculture with its diversity is now seen as an enterprise with good profit which is possible by changing the way it has been practiced.
- The major concern is proper utilization of the existing resources.
- Women farmers need to be made aware, motivated and trained about these diverse agripreneurial opportunities to adopt them as their alternate livelihood options.

Promoting Women Agripreneurship

- Women entrepreneurs, especially women Agripreneurs, represent the fastest growing category of entrepreneurship worldwide and India is no exception.
- By starting the business enterprises, women Agripreneurs necessitated strong willpower, skills, risk-taking attitude and appetite for the hard work, with grit and determination to succeed.
- Since 2016, the “Startup India, Standup India” campaigns have gained considerable momentum.
- In addition, it has been enhancing their morale and enthusiasm to do something productive for their family, local community and in turn to the nation.

Public Policy Initiatives

- Institutionalized Initiatives for Promoting Agripreneurship.
- Promoting Local Agripreneurs and Agri-Business Incubators(ABIs).
- Rashtriya Krishi Vikas Yojana(RKVY).
- NABARD promoted Agri-Entrepreneurship Initiatives.
- Micro-Finance Institutions (MFIs).

Agriculture Business Ideas



Vertical Farming



AgriFarm Production



Beekeeping Business

Agriculture Business Ideas



Livestock Rearing



Manure Business



Mushroom Production

Agriculture Business Ideas



**Medicinal Herbs
Products**



**Seed Production and
Marketing**



Agro-Blogging

Agriculture Business Ideas



Fodder Business



Tree Farm Business



**Grocery e-shopping
Business**

Agriculture Business Ideas



Hydroponic Farming



Turf Grass Business



Agri-tourism

Agriculture Business Ideas



Mulching Business



**Veterinary Clinic
Business**



Aquaponics Business

Agriculture Business Ideas



**Online Livestock
Market**



**Agriculture
Consulting Business**



**Plant Nursery
Business**

Top Agriculture Startups in India Empowering Farmers and Transforming Agriculture





Absolute	
Founder	Agam Khare and Prateek Rawat
Location	Delhi
Year of establishment	2015
Speciality	100% natural and non-GMO product
Revenue	\$43.85M



Aibono	
Founder	Vivek Rajkumar
Location	Bangalore, Karnataka
Year of establishment	2014
Speciality	Seed-To-Plate, Value Chain, AI And Data Science, Realtime Supply Chain
Revenue	\$1.14M



Agrowave	
Founder	Anu Meena
Location	Gurgaon, Haryana
Year of establishment	2017
Speciality	Transportation, Logistics, Supply Chain And Storage
Revenue	\$5.09M



Sateesh Nukala

BigHaat

Founder	Sateesh Nukala
Location	Bangalore, Karnataka
Year of establishment	2015
Speciality	e-Commerce, e-Retail, Advisory, Direct-to-Farmer, Supply Chain
Revenue	\$14.77M



Captain Fresh	
Founder	Utham Gowda
Location	Bangalore, Karnataka
Year of establishment	2019
Speciality	Sea Food, Supply Chain, e-Auction, Home delivery
Revenue	\$4.03M



Cropin	
Founder	Krishna Kumar
Location	Bangalore, Karnataka
Year of establishment	2010
Speciality	AI, Crop Health, Machine Learning, Precision farming
Revenue	\$4.75M



Clover Ventures

Founder	Arvind Murali, Avinash B R, Gururaj Rao, Santosh Narasipura
Location	Bangalore, Karnataka
Year of establishment	2017
Speciality	Green House Cultivation, Supply Chain
Revenue	\$5.39M



Ergos	
Founder	Kishor Jha
Location	Bangalore, Karnataka
Year of establishment	2012
Speciality	Integrated Agri Supply Chain, Grain Bank, Data and AI, Food Processors
Revenue	\$18.3M



Fasal	
Founder	Ananda Verma
Location	Bangalore, Karnataka
Year of establishment	2018
Speciality	IoT, Machine Learning, Data Science, AI, Farm Credit, Agri Input
Revenue	\$205K



FreshToHome	
Founder	Shan Kadavil
Location	Bangalore, Karnataka
Year of establishment	2015
Speciality	Fresh fish and Meat, Chemical Free
Revenue	\$13.53M



Intello Labs	
Founder	Milan Sharma, Devendra Chandani, Himani Shah, Ashutosh Kumar, Nishant Mishra
Location	Bangalore, Karnataka
Year of establishment	2016
Speciality	IoT, AI & ML, Digital Farming, Image Recognition, Price and Seller Monitoring
Revenue	\$15.5M



Licious	
Founder	Abhay hanjura, Varun Sadana, Vivek Gupta
Location	Bangalore, Karnataka
Year of establishment	2015
Speciality	Door step Delivery, Sea Food, Chicken, Mutton, Fish, Spreads, Pickle
Revenue	\$82.92M