

Swot Analysis of Agri-Entrepreneurship—Study Based On Dakshin Dinajpur District, West Bengal

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Abstract

Agriculture is one of the main resources for rural economy in India. However, there is lack of organized entrepreneurship in agriculture sector in India. Entrepreneurship is the act of being an entrepreneur, who starts any economic activity for being self-employed. Entrepreneurship is the "process of the entrepreneur". It is a continuous process; through this process, every person should maintain their livelihoods. The entrepreneurial activities are in various aspects. The agri-entrepreneurship is also increasing the GDP. It is well known fact that migrations of labours from one district to another district, one state to another state, a big problem in India. Lack of enough scope of work across the years also forces the labourers to switch over from one segment of work to another segment of works, examples agricultural labour to construction labour and so on. Dakshin Dinajpur being a district in the state of West Bengal is not an exception and is also facing the migration of labours problem. There are shortages of skilled labourers in agricultural sector.

In this research paper, we are trying to assess the various challenges and opportunities for an Agri-Entrepreneur to start their new start-ups. Dakshin Dinajpur is an economically backward district of West Bengal; availability of industrial activity is negligible other than few rice mills further confirming that agriculture is the main source of livelihood for the district.

This paper highlights several features of agri-entrepreneurship and SWOT analysis in Dakshin Dinajpur District, West Bengal based on available review of literature studies and secondary data.

Keywords: Agriculture, Agri-Entrepreneurship, ATMA, SWOT Analysis, Employment

INTRODUCTION:

Agri-Entrepreneurship plays a crucial role in the sustainable growth of the Indian economy. It provides food and nutrition and also provides vast sources of income generation. Normally cultivations are done by the farmers in traditional way and they are neither trained nor equipped to cultivate properly by using scientific methods and process. Moreover, the weather is beyond our control. Droughts, delayed monsoons, and floods are very common in India. As we know that more than 70% of people are staying in rural areas (As per census data 2011) and they maintain their livelihoods through their local resources. Consequently, crops productions are not steady from year to year. Moreover, crops productions are proportionate to the labours, efforts and investments done by the small farmers. Thus, forcing them to incur huge losses, Agri-Entrepreneurship is a process where farmers get benefited and it could also eradicate poverty and create huge scope of income generation. Agri-Entrepreneurship also provides food security.

CONCEPTUALIZING AGRICULTURE-ENTREPRENEURSHIP:

Agriculture sector is a sustainable sector over the years and the sector reduces poverty and provides regular income. Agri. Entrepreneurship creates new sources of income for rural youths and reduces migration from rural areas to urban areas as well as from agricultural sector to non-agricultural sector.

Rural Entrepreneurship means those people are staying in rural areas and using the local resources to develop entrepreneurial activities. In our daily life, we are using various products which are directly or indirectly attached to agricultural products. Agri-entrepreneurship has the prospect of social and economic development, for example, employment generation, poverty reduction, improvements in nutrition, health and overall food security in the national economy especially in rural areas. In the face of growing unemployment and poverty in rural areas, there is urgency of entrepreneurship in agriculture sector for more productivity and profitability. Agri-entrepreneurship can be used as chief remedy for the solution of this complexity such as lower the burden of agriculture, produce employment opportunities for rural youth, control migration from rural to urban areas, boost national income, sustain industrial development in rural areas and cut down the pressure on urban cities.

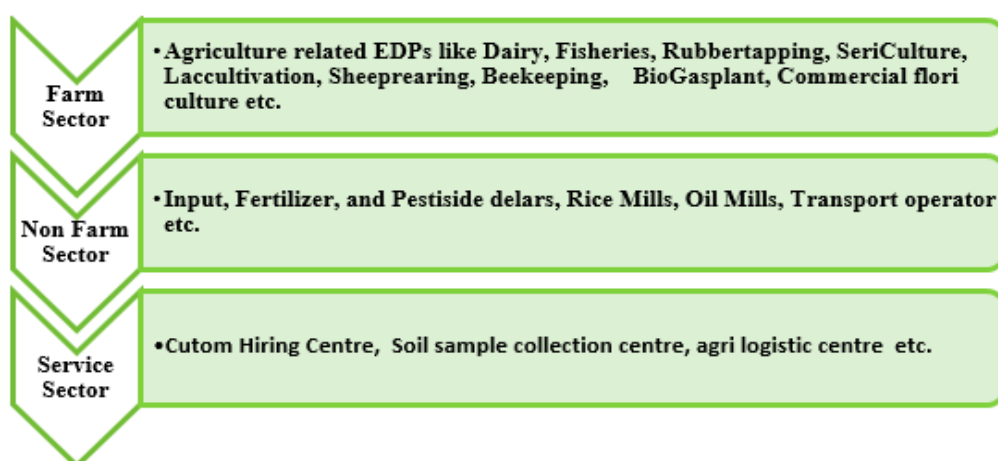
'Rural Entrepreneurs' means those young people create some institutes individually or jointly for maintaining their livelihoods with the uses of local resources like agriculture and other allied sectors like animal husbandry, fishery etc.

Diversification in agriculture involves a shift in cropping patterns from traditionally grown less remunerative crops to more remunerative crops like oilseeds, pulses, fodder crops, horticulture, medicinal and aromatic plants, floriculture etc. It also includes livestock and fishery enterprises and small-scale agro-based industries. Diversification increases employment opportunities, optimum use of resources and profitability.

Agri-Entrepreneurship is very much important for increasing National Economy in various ways, namely -

- Farmers will get more benefits as the production will be increased due to use of scientific process and technical helps from the experts.
- Farmers could easily get merged with local, national and international markets.
- Agriculture products reduce the food cost so every person getting food which ultimately fulfilled Sustainable Development Goals (SDGs) i.e. Zero hunger.
- Agri-Entrepreneurship always increases the livelihood opportunities in rural as well as urban areas leading to fulfilling Sustainable Development Goals i.e. Good jobs and economic growth.

Agri-Entrepreneurship is divided into the three sectors like farm, non-farm and service sectors.



Types of Agri-Entrepreneurship:

There are different types of enterprises in agri.-entrepreneurship, such as:

- Farm Level Producers:** Individual family is being treated as enterprise for augmenting the production by utilizing the high level of technology, possessions and demand in the market.
- Service Providers:** There are varied categories of services involved at the village level. These include the input borrowing and distribution, employing of equipment such as tractors, sprayers, seed drills, threshers, harvesters 'dryers. It also consists of scientific services for example setting up of irrigation facilities, weed curb, plant security, yielding, threshing, conveyance, warehouse etc. and related opportunities present in the livestock husbandry region for breeding, immunization, disease diagnostic and treatment services, along with provision of cattle feed, mineral combination, forage grains, etc.
- Input Producers:** There are many booming enterprises which require significant contribution and such inputs can be produced by home entrepreneurs at the village level are bio-pesticides, soil amendments, bio-fertilizers, vermin-compost, plants of diverse species of vegetables, fruits, ornamentals, root media for raising plants in pots, production of cattle feed concentrate, agricultural tools, irrigation accessories, mineral mixture and complete feed. Additionally, opportunities are available in fishery, sericulture and poultry as well.

Processing and Marketing of Farm Produce:

Skilled persons and higher investment required for well-organized management of post-production processes. Such enterprises can be controlled by People's Organizations like cooperatives, service joint stock companies or societies. The most successful illustrations are the dairy cooperatives sugar cooperatives and fruit growers' cooperatives.

Agri. Business:

Although agriculture was one of main profession since the age of civilisation and was improving gradually over the years but honestly speaking there was lack of professionalism in the field of agriculture business.

During Fifties of last century the concept of agribusiness started gaining academic and professional acceptability ever since Goldberg and Davis first defined the term in 1957. They viewed it as 'the sum total of all operations involved in the manufacture and distribution of farm supplies; production operations on the farm; and the storage, processing and distribution of farm commodities and the items made from them.' This definition established agriculture as an industry that goes far beyond simply growing crops and raising animals [25]. Agriculture-based activities remain the mainstay of developing economies in spite of their constant industrialization and tartarisation over past four decades.

With the new concept of Supply Chain Management approach towards agribusiness has changed radically. Loss of time in transporting of raw materials to rural areas as well as transporting of finished products from the production area to consumption area has been reduced considerably. Enough importance has been given to store of perishable goods for longer periods.

Recent trends in globalization and integration of international consumer market offer further opportunities for development of agribusiness and food industry across the World which would also benefit developing countries, provided they could suitably manage their resources to tap the emerging opportunities. However, the prospective opportunities are also likely to be accompanied by several challenges.

Role of agriculture and agriculture-based enterprises gains further importance in view of the fact that large portion of population in countries is directly or indirectly dependent on agriculture for their livelihood. Moreover, such economies have comparative advantage in agriculture-based industrialization. Thus, agribusiness-led growth has good potential to contribute in sustained economic development of these countries.

REVIEW OF LITERATURE:

William Knudson, Allen Wysocki, Joseph Champagne and H. Christopher Peterson (2004) stated that introduces taxonomy of generic type of entrepreneurs and also made recommendation for the role of entrepreneurship in agriculture marketing.

Agriculture and household micro business provide about 50% of employment in half of all jobs in developing countries (World Bank 2012).

Damiano Petrollo ,Mohammad, Fakhar, Manesh Massimiliano, Matteo Pellegrini ,Giulia Flamini (2022) stated that analysis and critically interpret the agri food entrepreneurship. Bairwaet *al.*, (2014), stated that Agriculture and allied sectors are considered to be mainstay of the Indian economy because those are important sources of raw materials for industries and they demand for many industrial products particularly fertilizers, pesticides, agriculture implements and variety of consumer goods.

DISTRICT PROFILE:

Dakshin Dinajpur district is situated in the northern part of West Bengal, known as North Bengal. It is surrounded by Malda and North Dinajpur district. It also shares international boundary with Bangladesh. Dakshin Dinajpur is predominantly an agricultural district with large area of land being under cultivation. The district is drained by a number of North-South flowing rivers like Atreyee, Purnabhaha, and Tangon, to give rise to a sizeable but unorganized fishing community. Dakshin Dinajpur district has two subdivisions namely 1) Balurghat (Sadar) 2) Gangarampur and it also has 8 blocks, namely Hili, Balurghat, Kumarganj, Tapan, Gangarampur, Banshihari, Harirampur and Kushmundi. The major crops are paddy, mustard, potato, wheat, maize, jute, Mesta, lentil and various vegetables crops. The main occupation is cultivation.

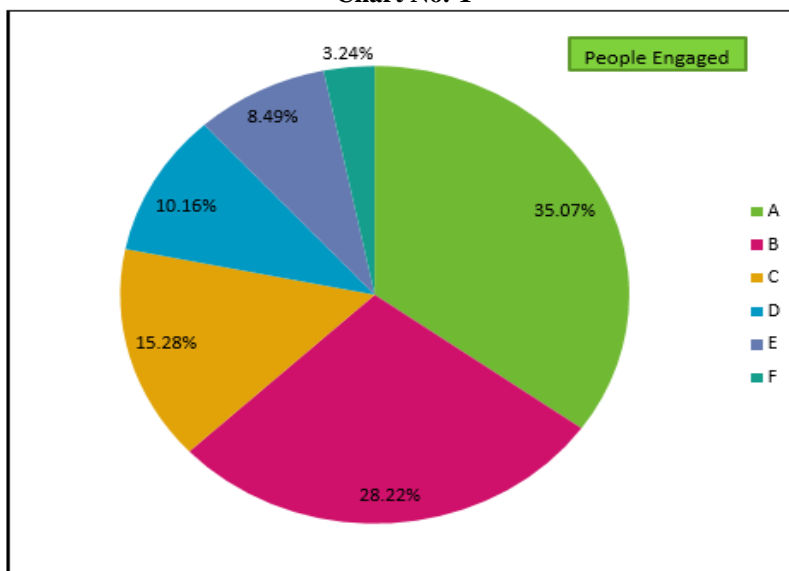
Table No-1Brief description of farmers

Total Population		1,676,276
Agricultural Families		253432
Cultivated Area (ha)		183615
Marginal Farmers		128023
Agricultural Labourers	Male	171590
	Female	108342
	Total	279932
Landless Labourers		142369

Source: District Census Hand Book, Dakshin Dinajpur, 2011

In Dakshin Dinajpur Block out of total population, 78,983 were engaged in work activities. 87.3% of workers describe their work as Main Work (Employment or Earning more than 6 Months) while 12.7% were involved in Marginal activity providing livelihood for less than 6 months. Of 78,983 workers engaged in Main Work, 506 were cultivators (owner or co-owner) while 860 were agricultural labourers.

Chart No.-1



Source: District Census Hand Book, Dakshin Dinajpur, 2011

A:	Cultivators
B:	Agricultural labourers
C:	Horticulture
D:	Animal Husbandry
E:	Fisheries
F:	Transport, Storage in Agriculture Sector

Chart1 reflects the are the people engaged from the following activities.

OBJECTIVES OF THE STUDY:

- To analyze the agri-entrepreneurship
- To Analyze the characteristic of agri-entrepreneurs
- To study the major challenges faced by the agri-entrepreneurs in Dakshin Dinajpur
- To study the major opportunities by the agri-entrepreneurs in Dakshin Dinajpur

RESEARCH METHODOLOGY:

The study used both primary and secondary data sources. The primary data included data collected from various entrepreneurs. Secondary data was collected from internet and online database and the various government departments like Agriculture, Krishi Vigyan Kendra (KVK) etc.

STUDY AREA:

The study area is Dakshin Dinajpur district of West Bengal. According to Census data (2011), the total population of the district is 16, 70,931 out of which there are 8, 55,104 males (51.17%) & 8, 15,827 females (48.83%). The population density in the district is 753 persons per sq km.

OPPORTUNITIES:

India has been considered as agriculture-based country since ages for various reasons such as - the quality of fertile lands across the major parts of the country, good rain falls and climatic conditions. Diversified agricultural activities such as agriculture, floriculture, sericulture, horticulture, animal husbandry are taking place in the country. Further, Bengal is well known for its agricultural activities. Under the above backdrops there are ample opportunities to develop world- class Agro-Entrepreneurships in the district of Dakshin Dinajpur. During our finding of research work, we could observe some of the listed below opportunities:

- Setting up of agri-centric entrepreneurship: As the district is mostly agriculture dependent, thus there is ample scope for setting up agri-centric entrepreneurship; the district already has some rice mills.
- Dakshin Dinajpur is gifted with a diverse agro-climate, which assists the production of temperate, sub-tropical and tropical agricultural produce.
- The rain fall in this district is normal which is suitable for agricultural purposes.
- Availability of ponds and water bodies across the district for cultivation of fish has encouraged the local fishermen to cultivate various types of fish.

- There are already several rice mills in this district, so farmers can use such rice mills with minimum logistics cost & hassle to produce rice. Moreover, as rice is the main food for the locals, thus, ready market for finished products is also available.
- A lot of vegetables and fish are exported from this district to neighbouring districts like Siliguri, Kolkata etc.
- Uttar Bangha Krishi Viswa Vidyalaya's (UBKV) had established a branch in the district so farmers can easily get information about new crop cultivation methods.
- Several bank branches are situated in this district so farmers can easily get loans for various activities.
- Several pieces of training were organised for farmers by NABARD, UBKV, Agriculture Department, Horticulture Department, Fisheries, and Animal Resource Development Department.
- The Central Government and State Government run various programs for Agri Entrepreneurship Development.
- Primary Agricultural Co-operative Societies (PACS) have maintained various go-down for storage of products.
- Demand for agricultural inputs like feed and fodder, inorganic fertilizers, and bio-fertilizers are on positive direction on year-to-year basis.
- Applications of biotechnology in agriculture are a boon for the production of seed, bio-control agents, and the industrial harnessing of microbes for different products.
- The livestock wealth provides vast scope for the production of meat, milk and milk products, poultry products etc.
- Beekeeping and wax can be taken up to great extent in Dakshin Dinajpur district.
- By improving the technique of production, enhancement in domestic consumption and export of mushroom production can be done.
- The farmers should be encouraged and educated for organic farming as organic farming has the highest potential in Dakshin Dinajpur as the pesticide and inorganic fertilizer applications are less in India compared to industrial nations of the world.
- Huge opportunities for the production and promotion of bio-pesticides and bio-control agents for the protection of crops.
- Due to plateauing in the productivity of high-yielding varieties; seeds, hybrid and genetically modified crops have the highest potential in India in the future.
- Owing to declining groundwater levels and labour scarcity for agricultural operations like weeding, transplanting and harvesting, micro-irrigation systems and labour-saving farm equipment have potential in coming years.
- Production of vegetables and flowers under greenhouse conditions can be harnessed for export.
- Trained human resources in agriculture and allied sciences will acquire an agricultural extension system which will help to establish a new firm.
- Once we engaged in the areas as listed above, employment opportunities will be increased in marketing, transport, cold storage and warehousing facilities, credit, insurance and logistic support services because of enhanced agricultural production.
- The concept of Small Industry Home Industry (SIHI) has huge potential to encourage house-wives to get engaged and participate in various agro based activities.
- Modern trend is for organic products, vegetables & fruits. Dakshin Dinajpur has the potential to cultivate organic all such organic products, vegetable & fruits. Vermi-compost fertilizer can be produced in small scale by the locals to support the organic fertilizer products.

Challenges to Agri-Entrepreneurship Development:

There are multiple challenges to develop agri-entrepreneurship facilities in one of most backward districts of West Bengal namely Dakshin Dinajpur District. However, it also fact that to do something new we must have challenges which actually give us positive energy to go ahead with the projects. Let us discuss the top most challenges we can expect & experience while executing the projects:

- **Lack of Human Resources:** It is well known fact that rural areas suffer from migration of manpower to urban, semi-urban areas, agricultural to non-agricultural sectors. As soon as the local youths get educated and get trained, they developed their aspiration to work in urban location and not interested to work at rural areas. Thus, there is lack of skilled & Managerial human resources. That is further compounded by absence of suitable training institute at rural areas.
- **Lack of awareness about the career opportunities in Agro-Entrepreneurship & Agro industries:** People at large at rural & semi urban areas are not well ware about the opportunities and career prospects. Moreover, career in Agro-Entrepreneurship has yet to get required acceptance, recognition & appreciation by the society at large. It is real challenge to change the mindset of the people to get involved actively in Agro. Entrepreneurship activities.
- **Equipment & Technology:** In current scenario, lot of development took place in the field of equipment & technology but remote location may not get advantage of such equipment & technology as many of them may not work efficiently after installation due to service & maintenance problems. Self-employed technicians also required regular backup services to have uninterrupted contact with the marketing agencies, suppliers and research stations who are involved in the development of modern technologies.
- **Logistics & Distributions:** In rural areas due to lack of appropriate infrastructure, cost effective logistics & distributions are big challenges to keep the competitions alive.

- **Supply Chain Management (SCM):** Locals could be trained to understand all the aspects of supply chain management which in turn will help entrepreneurs to have better management and to increase their profitability by proper resourcing of raw materials and selling of finish products.
- **Marketing challenges:** There are various marketing challenges in respect of customers' choice & preferences. Every market has different choice with different product & price ranges. To cater such diversified need, we need have real understanding of the various markets and product mix.
- **Government Policies & support Systems:** We need to have a clear long term Govt' policies and support system to ensure sustainability of Agro-Entrepreneurship developments. In reality we observed inconsistency in government policies & approaches. Agro-Entrepreneurs have to face several legal restrictions and obstacles and private traders involved in such business generally ignore these rules and disturb the fair- trade environment with local political interferences.

Post-harvest loss and their preventive measure:

There is always imbalance between the production of agricultural goods and its consumptions patterns across the country resulting either excess production or less production in comparison to consumption thereby creating either excess or shortage of products. Thus, proper storage & preservation of perishable goods like vegetables, fruits, flowers etc are absolutely essential to ensure no loss to the farmers. It has also been mentioned in various research works that lack of storage facilities and inadequate logistic system were contributed largely during famine in India.

It has been observed that fruit and vegetable segment has grown up both in volume and variety of outputs which are traded globally. Improved and precise technology, falling transportation costs, improved channelized marketing and evolving international markets, have all contributed towards robust growth. However unfortunately the increased level of fruit and vegetable output has been mismatched by the capacity of processing, value addition, preservation and certainly restricted developments in supply chain management. While minimal and traditional processing technologies present considerable opportunities for innovation and vertical diversification in the fruit and vegetable sector, relatively few small and medium enterprises (SMEs) can tap into and benefit from these opportunities. Foreign Direct Investment (FDI) of 100% in the food industry and streamlining the norms to set up business units has increased the number of processing units in India. Further, 100% FDI under the Government route for retail trading through e-commerce is permitted in respect of food products manufactured and/or produced in India. Establishment of 42 mega food parks, a primary processing centre for grading, sorting, packing and collection centre various producers. Agro-Processing Cluster (APC) enables to facilitate modern infrastructure, common facilities and encourages a group of entrepreneurs to set up food processing units based on cluster approach by linking groups of processors with farmers/ producers and markets through a well-equipped supply chain.

The expected outcome from agri-entrepreneurship:

Social and economic benefits: This will provide more engagement scope for both male & female segment of the society. The concept of Small Industry Home Industry (SIHI) will help almost all the house wives to get engaged with some kind of production activities related to agriculture - based fields whether in storage & handling of raw material segment or storage & handling finished products. The Agripreneurs increase standard of living with socio-economic empowerment. They are recognized with social status and prestige. They can afford quality and quantity of nutritious food, better education, and medical facilities to their families. It is a promising sector to build resources and mobilize local resources for community development as a whole.

Net income: The process of value chain and agro-processing has the potentials to increase the net income by many times in comparison to the conventional method of marketing.

Sustainability: Agri-entrepreneurs continue to develop sustainable farming methods, business opportunities through the cycle of agribusiness and overcome risks associated with agribusiness. They always seek for more sustainable development of their enterprises. **Employment generation:** The most pressing advantage of agri-preneurship development is huge employment opportunities for rural youth and farmers. Therefore, it helps in enhancing rural income and improving the standard of living of rural people.

Reduce the rate of migration of rural people to urban centres: agri-preneurship development creates a lot of employment in rural areas itself, thus provide people with their standard livelihood in villages only. This reduces the rate of migration of rural people particularly rural youth from villages to urban centres consequently reduce the population pressure on urban infrastructure.

Providing urban amenities in rural areas: The agri-preneurial ventures will not grow alone but the supporting resource infrastructure will grow which will create an urban-like set-up and facilities for local inhabitants in rural areas. Besides the above visible impact agri-preneurship also helps in reducing unemployment and underemployment thus helps in alleviating poverty. Agri-preneurship helps in checking migration of skilled and talented rural youth and workforce from rural to urban areas thus reducing population pressure on the major urban centre and also creates opportunities within villages themselves.

METHODOLOGY ADOPTED:-

- Data Collection,
- Interview / Discussions
- Study of profile of the organization
- Study of Books/ journals/ internet surfing etc.

FINDINGS:

After interviewing of 40 young participants (age group 18-45) from various parts of Dakshin Dinajpur district and also discussed with district Krishan Vigyan Kendra (KVK) and District Agriculture Department, we are observing some factors. District KVK and District Agriculture Department have conducted various activities throughout the year to improve farming for different age groups. They are providing various knowledge's for sustainable agriculture. The district KVK has organised various training for agri-entrepreneurship on regular basis. The KVK has also organised some extension activities like food processing and preservation, mushroom cultivation, flower cultivation on a large scale and various new technology of cultivation which is also low-cost effective and provides maximum profit.

In this paper, we are trying to find out the various factors of training and extension activities(Extension activities includes hand holding as well as technical support after training to ensure that the targeted persons get more benefit while implementing the learning during training provided to them.). We also analysed target vs. achievement

Table No-2

Training						Extension activities							
Number of Courses		Number of Participants				Number of activities			Number of participants				
Target	Achievement	Target	Achievement			Target	Achievement			Target	Achievement		
			SC/ST	Others	Total		SC/ST	Others	Total		SC/ST	Others	Total
86	136	2770	2624	2573	5197	1497	821	641	1462	66218	22505	21472	43977

Source: ddkvk.in annual report 18

TableNo3

Training						Extension activities							
Number of Courses		Number of Participants				Number of activities			Number of participants				
Target	Achievement	Target	Achievement			Target	Achievement			Target	Achievement		
			SC/ST	Others	Total		SC/ST	Others	Total		SC/ST	Others	Total
70	62	2130	980	1024	2004	1280	587	1052	1639	38590	11909	28259	40168

Source: ddkvk.in annual report 19

Table No- 4

Training						Extension activities							
Number of Courses		Number of Participants				Number of activities			Number of participants				
Target	Achievement	Target	Achievement			Target	Achievement			Target	Achievement		
			SC/ST	Others	Total		SC/ST	Others	Total		SC/ST	Others	Total
86	77	2445	2264	232	2496	850	415	475	890	19246	10614	3721	14335

Source: ddkvk.in annual report 21

RESULT AND DISCUSSION:

Analyzing all these tables and charts above, we find that people's demand for Agri Entrepreneurship is gradually increasing; it can be understood by looking at the list of participants from 2018 to 2021. There is no data for 2020 since there was no training programme for farmers due to COVID-19 pandemic situation.

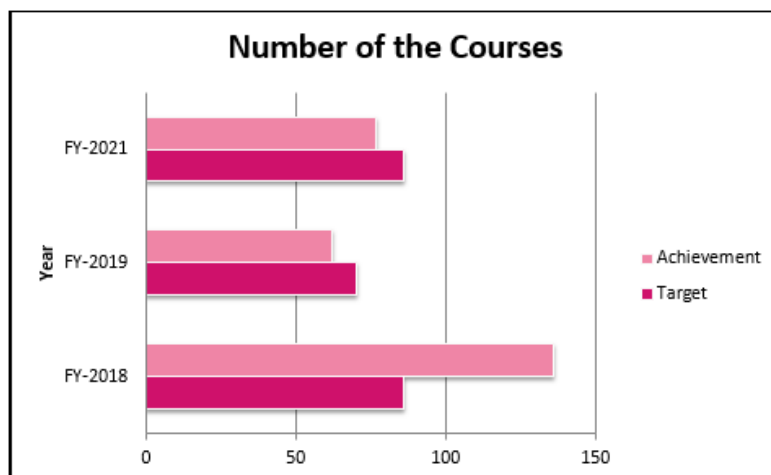


Chart No- 2

Through chart number2, we can analysis the trend of the Target vs. Achievement from 2018 until 2021, except in 2020 there were no activities due to Covid-19. In 2018 target was 86 and the achievement was 136, the 2019 target was 70 and the achievement was 62 and lastly, during 2021 target was 86 and achievement was 77. After analysing this data it is observed that if situation remains normal than there is ample scope to train more and more people.

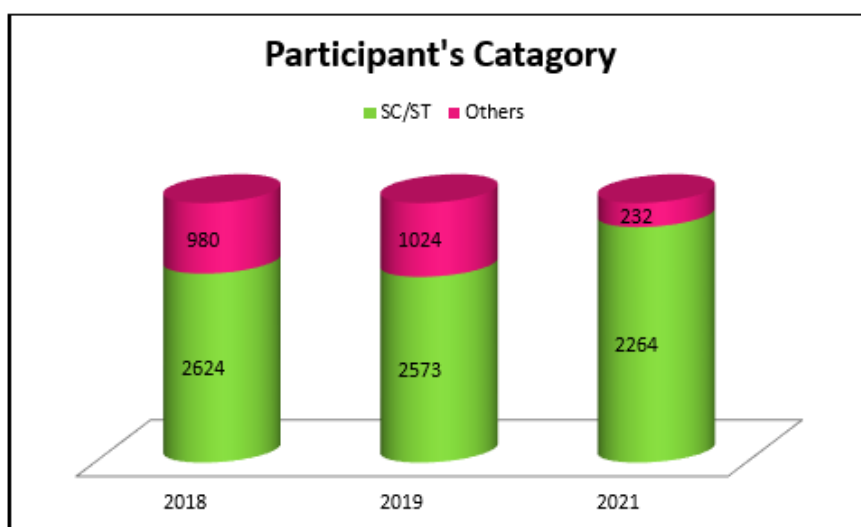


Chart No-3

From chart number3, we can understand the participants' categories, during those three years the majority of participants were from SC/ ST categories and the rest of the participants were from the other categories. Data indicates that the backward class peoples are taking more interest to set proper agri-entrepreneurship activities.

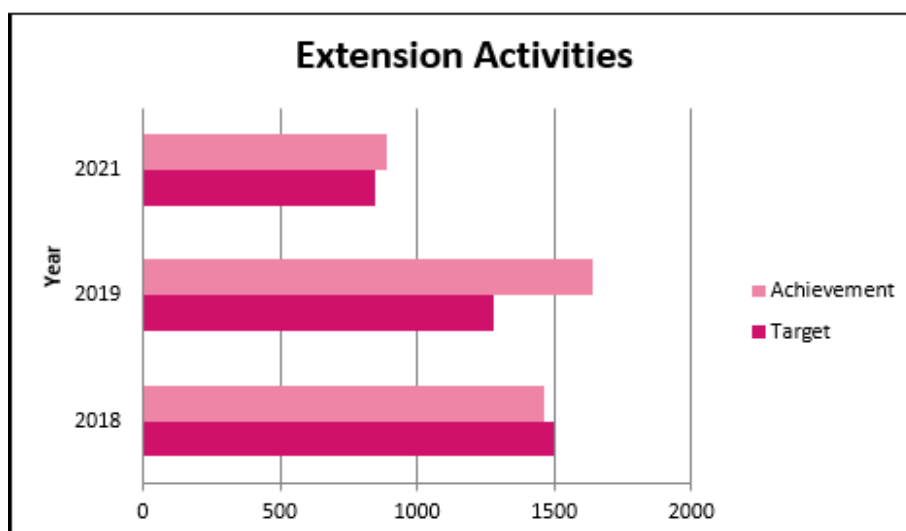


Chart No-4

Through chart number 4, we are trying to analyse the target vs. Achievement on extension activities. In 2019 their achievement was beyond their targets and in 2018 and 2021 they were very much closer to their targets.

Analysis of interaction with the participants during the course of study:

During the course of study, we have interacted personally with 40 people of age group between 18-45 years on their involvement during extension activities and our findings are as below:

Out of 40 people interviewed, in 2018 only 10 people participated, in 2019 only 13 people and in 2021 only 17 people participated in 2021.

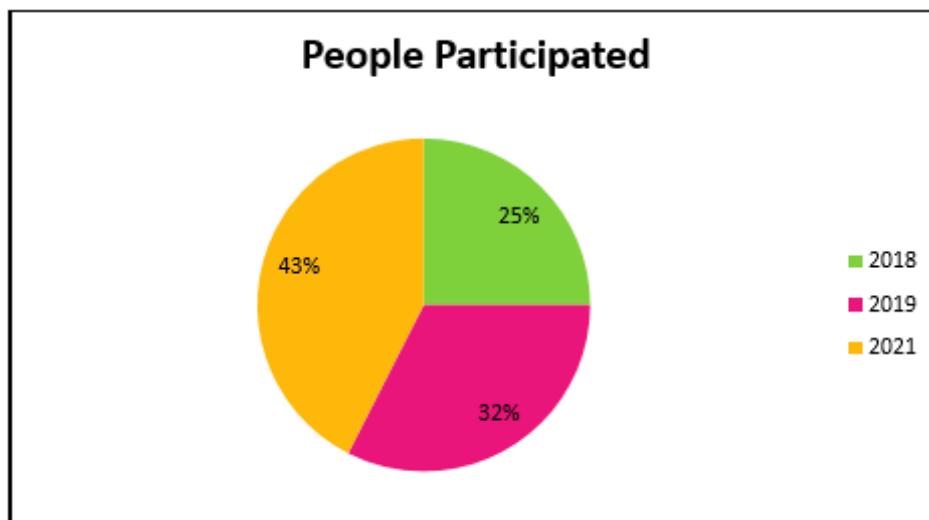


Chart No-5

From the chart number5, it is observed that participants over the years are taking more interest to participate and carry out extension activities.

We have collected some primary data through interview process of 40 participants of the entire district and in their age group 18-45 years. These 40 peoples are already engaged with agricultural activities. After the training they were more knowledge's in entrepreneurship. They are regularly maintaining a good relation with Assistant Director of Agriculture office of participant's respective blocks. The block authorities also have a supporting role with the agri.-entrepreneurs. The block authorities offer various inputs, technical and financial supports to the farmers like Kishan Credit Card, Krishak Bandhu, Pradhan Mantnri kishan Nidhi, etc.

Inference from the study:

From the above data & analysis it indicated that more & more people of Dakshin Dinajpur started taking interest over various fields of agri- entrepreneurship activities. It is further observed that the number of participants from SC, ST as well as female participants gradually increased over the year indicating that people from those groups are taking more interest to do something new.

.After reviewing the various data of Dakshin Dinajpur district Agriculture Department, it has been found that various schemes of States and Central Government have been launched on agri-preneurship such as Agriculture Infrastructure Fund (AIF), Agricultural Technology and Management Agency (ATMA), Farmers Producers Organisations (FPO) etc.

CONCLUSIONS:

After completion of the study, we have understood that there are huge scopes for Agri- Entrepreneurship in the present scenario. If the Agri. Entrepreneurship is developed and maintained on sustainable basis then it will create a steady income generation which will reduce the poverty. Agri. Entrepreneurship not only covers agricultural production rather it also covers the supply chain management, the storage facilities, the Agri. Marketing, packaging, preservations. Now the Central Government and State Government is also providing various subsidised schemes for farmers. NABARD and Small Farmers Agribusiness Consortium (SFAC) providing various support to farmers to established various Farmers Producers Organizations (FPOs). These FPOs could be run as a company in future, so that will be a continuous process to start up Agri. Entrepreneurship. government has created Agri. Business clinic to help the farmers. So as per our point of view the Agri. Entrepreneurship future prospects and scopes will be increasing day by day and it will create a huge income generation of various fields. By maintaining good quality of products and good quality of services small Agri. Entrepreneurs would be capable enough to compete with the big multi-national companies in future. The agriculture start-ups should continue to work effectively towards the mission of self-reliance and self-sustainability like they have been in the past. The vision of "Aatma Nirbhar Bharat" shall continue to succeed in the coming years.

LIMITATION OF THE STUDY:

In spite of our best effort to collect the relevant information for our project report, there are some problems faced by us during the project / study as mentioned below:

- Time to carry out the research was limited thus wider area of research horizon remained unexplored.
- Due to lack of time and other resource constraint, it was not possible to conduct the survey at larger level.

ETHIC STATEMENT:

Not applicable

INFORMED CONSENT:

The co-author read this article before submission and every step are informed the co-author.

DECLARATION OF COMPETING INTEREST:

The authors declare that they have no competing interest.

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