

FROM JOB SEEKERS TO ENTREPRENEURS: SUCCESS STORIES OF ODISHA FARMERS

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Introduction

Agriculture is the mainstay of the economy of many countries in the Asia-Pacific region as nearly 60 percent of its population derives livelihood from agriculture. The region has several hot spots of rural poverty, as most farmers in the region are smallholders with diverse farming systems, which are of high risk prone (Singh, 2006). Odisha is an agrarian economy with more than 60% of its population depending on agriculture for their daily subsistence. Also, more than 83% of its population live in rural areas. The performance of agriculture determines food and nutrition security of the people and is important for reducing poverty and achieving inclusive growth. But as most of the farmers are small and marginal there needs to be some initiative from the individuals to make better profits and generate a sustainable livelihood (Patra, 2014). Rather than seeking for meagre jobs or working under landlords, it is better for a farmer to go for his own enterprise. Entrepreneurship is the driver of economic growth of a country. It enhances the economic activities in each sphere of economic life of the people (Kumar and Raj, 2019). It is a skill that develops over time and often depends on the