

An Integral Shift in Conventional Extension Approaches towards Agri-Preneurship Development

Sabyasachi Pradhan^{1*}, Pratyush Ranjan Tarania² and Ajay Kumar Prusty³

¹Department of Extension Education, College of Agriculture, Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur-482004, India.

²Department of Extension Education, College of Agriculture, Odisha University of Agriculture and Technology, Bhubaneswar, Odisha-751003, India.

³Department of Agricultural Extension and Communication, M. S. Swaminathan School of Agriculture,

Centurion University of Technology and Management,

Paralakhemundi, Gajapati, Odisha-761211, India.

*Corresponding author- sabyasachipradhan16@gmail.com

Introduction

India's Economy is predominantly dominated by Agriculture with more than 60% population dependent on agriculture. It accounts for about 14 % of Gross Domestic Products (GDP) of the country. Agri-preneurs play crucial role in the agricultural value chain in India which contributes notably to amplify the agricultural GDP by the process of their value addition (Verma *et al.* 2018). A shift from agriculture to agribusiness is an indispensable corridor to rejuvenate small-scale agriculture and to make it more attractive and a profitable business enterprise. Agri-preneurship has the vision of the socio-economic developmental parameters such as job creation, poverty alleviation, upliftment of the living standard and improvements in nutrition, health and overall livelihood security of the nation. Agripreneurship has the potential to generate income in diversified field, providing wider employment and agri-preneurial opportunities in rural areas (Bairwa *et al.* 2014). In developing countries like India for raising the living standard of the vast majority of the backward regions, planning and implementation for development of entrepreneurial programmes are essential because of their over-dependence on agriculture for employment Thus entrepreneurship development in rural industries appears to be the best potential alternative to find employment